

18th
ANNUAL
February
SALE.

The ANNUAL SALE goes MER RILY on

Come Early.
Come Often.

The Royal Stores Ltd.

Your Saving
time is here.

18th
ANNUAL
February
SALE.

Ladies' Whitewear Values

The January Whitewear Sale was a complete success, but we have still complete supplies of every price stock. To add more interest in this department, still further reductions have been made.

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| Knickers.
Splendid patterns in English and American makes.
Reg. 40c. Sale Price... 37c.
Reg. 50c. Sale Price... 40c.
Reg. 70c. Sale Price... 56c.
Reg. \$1.20. Sale Price... 96c.
Reg. \$1.60. Sale Price... \$1.25 | Chemises.
Beautiful designs in Swiss Embroidery. Many finished with Pink and Blue Draw Ribbon.
Reg. 50c. Sale Price... 40c.
Reg. 65c. Sale Price... 52c.
Reg. \$1.25. Sale Price... \$1.00 |
| Cambric Nightdresses
Dainty effects in various pretty styles, square, round and pretty Sailor Collars, Ribbon and Embroidery trimmed.
Reg. 80c. Sale Price... 64c.
Reg. 90c. Sale Price... 72c.
Reg. \$1.25. Sale Price... \$1.00
Reg. \$2.75. Sale Price... \$2.30
Reg. \$3.75. Sale Price... \$3.00 | Flette Nightdresses.
Reg. 85c. Sale Price... 68c.
Reg. 95c. Sale Price... 76c.
Reg. \$2.80. Sale Price... \$2.05
Wincey Nightdresses, various styles and sizes. Reg. \$2.60 each. Sale Price... \$2.13
"Blaxella" Nightdresses, all wool, guaranteed unshrinkable; round & square neck styles. Reg. \$5.75 ea. Sale Price... \$3.95 |
| Camisoles.
Various styles, all trimmed with lace, ribbon and tucks.
Reg. 25c. Sale Price... 20c.
Reg. 45c. Sale Price... 35c.
Reg. 70c. Sale Price... 56c.
Reg. \$1.20. Sale Price... 96c.
Reg. \$1.30. Sale Price... \$1.01
Reg. \$1.50. Sale Price... \$1.20 | Flette Knickers.
Trimmed with Embroidery Lace and Tucks.
Reg. 45c. Sale Price... 35c.
Reg. \$1.00. Sale Price... 80c. |
| | Infants' Pinafores.
Sizes 18 in. to 24 in.
Reg. 20c. Sale Price... 16c.
Reg. 90c. Sale Price... 76c. |

Here we are! Nearly half way through February month and consequently nearly half our Annual Sale is over. If YOU have not benefited by this great event—if YOU were not one of the tremendous crowd that visited this Store during these last two weeks—

DON'T DELAY ANY LONGER. COME RIGHT AWAY.

The values offered have been a revelation to even the most Experienced Shoppers. We intend giving better values, if possible, for the remainder of the month.

Children's Cotton Dresses—Special.



Reduced Prices on Girls' American Wash Dresses. What is so dainty for the Miss from 4 to 14 years as a pretty Gingham or Cotton Dress? Mother can make something pretty, of course, or get it made, but it is hardly worth the bother when we offer these at such low prices. During this Sale you can afford to secure three or four Dresses to have on hand.

Best American make, well finished in the newest styles.
Values to 50c. Sale Price... **34c**
Values to 90c. Sale Price... **68c**

Gingham and Cotton Dresses for girls of 8 to 14 years; pretty patterns, latest styles.
Reg. 95c. each. Sale Price... 76c.
Reg. \$1.05 each. Sale Price... 85c.
Reg. \$1.15 each. Sale Price... 89c.
Reg. \$1.35 each. Sale Price... \$1.08
Reg. \$1.65 each. Sale Price... \$1.32

Reduced Prices on Girls' American Wash Dresses. What is so dainty for the Miss from 4 to 14 years as a pretty Gingham or Cotton Dress? Mother can make something pretty, of course, or get it made, but it is hardly worth the bother when we offer these at such low prices. During this Sale you can afford to secure three or four Dresses to have on hand.

Ladies' Cotton Dresses.

Very smart styles in Cotton and Linen Dresses for ladies; very effective patterns in Plain, Spot, Check and Stripe effects.
(Cotton.)
Reg. \$1.25 each. Sale Price... \$1.00
Reg. \$1.45 each. Sale Price... \$1.16
Reg. \$2.00 each. Sale Price... \$1.60
Reg. \$3.20 each. Sale Price... \$2.69
Reg. \$5.75 each. Sale Price... \$3.15
(Linen.)
Reg. \$5.00 each. Sale Price... \$4.10
Reg. \$8.00 each. Sale Price... \$6.75

LADIES' SKIRTS.
In Poplins, Linen, Ratine, &c.
Values \$5.00 and \$6.00. Sale **\$1.04**

REDUCED PRICES On Fashionable Corsets.

Nearly all the Corsets ordered by us for Spring and Summer 1914 have arrived, and are offered at the same price reductions that are in force on our regular stock.

In addition to the popular D. & A. Corsets, La Diva, Mona, La Gracieuse, &c., we are showing the famous "Nemo" Corset. The newest Nemo models are to be seen here, and they are well worth seeing. We like to sell Nemo Corsets because they are always up-to-date in style and give perfect satisfaction always.

LA DIVA CORSETS.

Self-reducing Belts; adjustable; absolutely guaranteed; 6 garters. Regular \$7.00 and \$4.10. Sale **\$2.50**

LA GRACIEUSE CORSETS.

Long hips, medium busts, 4 garters, abdominal belts; 19 inch to 26 inch. Regular \$1.00 pair. Sale **86c**

NEMO CORSETS.

The best models for stout people, abdomen supporting straps various styles.
Regular \$4.00 pair. Sale Price... \$3.55
Regular \$4.50 pair. Sale Price... \$3.95
Regular \$5.00 pair. Sale Price... \$4.55
Regular \$6.00 pair. Sale Price... \$5.25

MONA SELF-REDUCING CORSETS.

In various sizes, patent straps. Reg. \$3.50. Sale Price... **\$1.99**

D. & A. CORSETS.

All sizes, all styles.
Regular 75c. pair. Sale Price... 63c.
Regular \$1.00 pair. Sale Price... 89c.
Regular \$1.40 pair. Sale Price... \$1.25
Regular \$1.70 pair. Sale Price... \$1.53
Regular \$1.85 pair. Sale Price... \$1.67
Regular \$2.25 pair. Sale Price... \$2.08
Regular \$2.70 pair. Sale Price... \$2.40

GREAT SAVINGS ON KITCHEN GOODS.

- ASBESTOS SADDLERS,**
3 in Set.
Reg. \$2.10 Sat. for **\$1.89.**
- Wire Potato Mashers. Sale Price... 7c.
Aluminum Pepper and Salt Shakers. Reg. 12c. each. Sale Price... 10c.
"Universal" Nickel Towel Racks. Reg. 12c. Sale Price... 11c.
"Giant" Cooking Forks. Reg. 12c. Sale Price... 10c.
Ratchet Basting Spoons. Reg. 12c. Sale Price... 10c.
Slotted Spoons 12 ins. long. Special. 6c.
Cold Handle Stove Lifters. Special. 5c.
Vegetable Paring Knives. Reg. 12c. each. Sale Price... 10c.
Combination Graters. Reg. 10c. each. Sale Price... 8c.
Painted Tin Spice Boxes. Reg. 55c. each. Sale Price... 49c.
Wire Soap Savers. Reg. 15c. each. Sale Price... 13c.
Wire Cake Coolers. Reg. 17c. each. Sale Price... 14c.
Cleaving Knives. Reg. 13c. ea. Sale Price 11c.
Pastry Rollers, 17 in long. Reg. 17c. each. Sale Price... 14c.
Emery Knife Sharpeners. Reg. 6c. each. Sale Price... 5c.
Cake Turners, 15 in. long, with wood handle. Special... 5c.
"Unique" Toilet Paper Holders. Reg. 12c. each. Sale Price... 10c.
Egg Beater and Cream Whip. Reg. 15c. each. Sale Price... 13c.
The "Ladysmith" Tin Opener. Reg. 20c. each. Sale Price... 17c.
Self-Drawing Corn Screws. Reg. 30c. each. Sale Price... 26c.
Spring Balances to weigh 25 lbs. Reg. 10c. each. Sale Price... 8c.
Spring Balances, to weigh 50 lbs. Reg. 20c. each. Sale Price... 16c.
Goddard's Plate Powder in pkts. Reg. 20c. Sale Price... 16c.
Secotine in tubes. Reg. 17c. Sale Price 14c.

To the Young Man about to Marry.

**FURNITURE
Stored free of
charge until
required.**



PARLOR SUITE.

Reg. \$72.00 for \$57.95.

WE WOULD SAY THIS!

Our February Sale of Furniture offers you a splendid chance to save money on Furniture of utility, neat designs, and substantial construction. We invite you and your friends to visit us and look through the stock. Comparison with others will convince you that our prices are remarkably low.

- 5-PIECE SUITE.**
Mahogany frame, spring edges, upholstered; Reg. \$55.25 suite. Sale Price... **46.00**
assorted colored cut plush covering.
- 5-PIECE SUITE.**
Mahogany frame, web bottom, hard edge; upholstered in Green and Red. Reg. \$36.00 suite. Sale Price... **29.90**
- 5-PIECE SUITE.**
Walnut frame, spring edge, upholstered finish; covered with Green and Cut Plush. Reg. \$56.00 suite. Sale Price... **48.85**
- 5-PIECE SUITE.**
Allover stuffed, spring edge, upholstered in Moquette Rug with Plush Bands; assorted shades. Reg. \$72.00 suite. Sale Price... **57.95**
- 3-PIECE SUITE.**
Upholstered in Silk, spring edge, mahogany frame. Reg. \$62.00 suite. Sale Price... \$51.16
Reg. \$66.00 suite. Sale Price... \$55.90
Reg. \$72.50 suite. Sale Price... \$57.95

- SIDEBOARDS.**
Golden Oak finish, shock mirror; size 14 x 24 inch. Regular \$18.00 each. Sale Price... **14.97**
- ASH SIDEBOARD.**
Golden Oak finish, mirror with bevelled edges; size 14 x 24. Reg. \$20.00 each. Sale Price... **16.80**
- SURFACE OAK SIDEBOARD.**
Golden Oak finish, bevelled mirror; size 14 x 24. Regular \$22.00 each. Sale Price... **18.25**
- SURFACE OAK SIDEBOARD.**
British plate mirror, size 20 x 24; Golden Oak finish. Regular \$30.00 each. Sale Price... **24.22**
- SURFACE OAK SIDEBOARD.**
Shaped front mirror, 18 x 30; Golden Oak finish. Regular \$39.00 each. Sale Price... **32.50**

- EXTENSION TABLES.**
Birch Mahogany Table, Golden Oak finish; 6 ft. Reg. \$11.00. Sale Price **9.37**
- Ash Table, Golden Oak; 7 ft. long. Reg. \$14.00 ea. Sale Price **11.25**
- Ash Table, 6 ft. long; Golden Oak finish. Reg. \$16.25. Sale Price... **13.40**
- Oval Table, 6 ft. long; Surface Oak finish. Reg. \$13.00 each. Sale Price... **15.00**
- DINING CHAIRS.**
Dining Sets, panel back, 6 in set. Reg. \$33.50 set. Sale Price... **25.18**
- Dining Set, leather seats, slit back, 6 in set. Reg. \$40.00 set. Sale Price... **33.66**
- Dining Set, leather seats, panel back, 6 in set. Reg. \$44.00 set. Sale Price... **36.08**

JUST ARRIVED.
A large consignment of Rattan Chairs, ARM CHAIRS & ARM ROCKERS. These will sell at February Sale Prices.

Fur and Furlined Coats.

A splendid chance to get an up-to-date Fur or Furlined Coat at a very substantial saving in price. We have sold quite a lot of these since the Sale Started.

- FUR-LINED TWEED & CLOTH COATS.**
Reg. \$30.00. Sale Price... \$24.00
Reg. \$42.50. Sale Price... \$34.00
- BLACK CARACUL COATS.**
Reg. \$47.50 each. Sale Price... \$38.00
Reg. \$54.00 each. Sale Price... \$43.20
- MOLE.**
Reg. \$42.50. Sale Price... \$36.00

Ladies' Costumes

18 only Stylish American Costumes in Black and Navy. Real up-to-date styles, made of high grade serge, smartly trimmed with Buttons, Braid, &c.; assorted sizes.

- BLACK SERGE.**
Reg. \$9.00 each. Sale Price... \$7.49
Reg. \$10.00 each. Sale Price... \$8.58
Reg. \$22.50 each. Sale Price... \$18.68
- NAVY SERGE.**
Reg. \$16.50 each. Sale Price... \$13.79
Reg. \$18.50 each. Sale Price... \$15.49

GROCERY SPECIALS.

- Now is your time to save money on Groceries. Many startling reductions have been made on staple lines for this month.
- Ceylon Tea, extra value. Reg. 25c. 30c. lb. for **20c.**
- Choice India Tea. Reg. 25c. lb. for **20c.**
- High Grade Rolled Oats. Special, 7 lbs. for **23c.**
- Good Handpicked Beans. Special, per lb. **4c.**
- Cleaned Currants in 1 lb. cartons. Special, per lb. **7c.**
- Finest American Granulated Sugar, per lb. **3c.**
- French Peas. Regular 15c. tin for **12c.**
- Armour's Delicious Soups. Reg. 12c. tin for **10c.**
- Boyer's Extra Tomatoes. Special, per tin **15c.**
- 3 lb. tins Pork and Beans. Reg. 15c. tin for **12c.**
- Record Brand Condensed Milk. Reg. 12c. tin for **10c.**
- Hartley's Jams in 1 lb. pots. Special **25c.**
- Hartley's Marmalade in 1 lb. pots. Special **20c.**
- Heinz Relish. Reg. 35c. bottle for **32c.**
- Choice White Pea Beans. Special, per lb. **5c.**

SHIRTS FOR MEN.

- MEN'S FANCY FLANNELETTE SHIRTS.**
With and without Collars; some lined, various pretty light and dark striped patterns.
Reg. 35c. each. Sale Price... 30c.
Reg. \$1.25 each. Sale Price... \$1.05
Reg. \$1.60 each. Sale Price... \$1.00
Reg. \$2.25 each. Sale Price... \$1.87
- WORKING SHIRTS.**
Dark Stripe, Cotton & Tweed.
Reg. 65c. each. Sale Price... 55c.
Reg. 75c. each. Sale Price... 60c.
Reg. 80c. each. Sale Price... 70c.
Reg. 90c. each. Sale Price... 79c.
Reg. \$1.04 each. Sale Price... 84c.
Reg. \$1.10 each. Sale Price... 90c.
- WORKING SHIRTS.**
Grey Flannel. With and without collars; all sizes.
Reg. \$1.25 each. Sale Price... \$1.05
Reg. \$1.50 each. Sale Price... \$1.25
Reg. \$1.80 each. Sale Price... \$1.50
Reg. \$2.20 each. Sale Price... \$1.87
- MEN'S WHITE DRESSED SHIRTS.**
Choice of either English or American makes, long or short bosoms, wristbands or medium cuffs.
Reg. \$1.00 each. Sale Price... 84c.
Reg. \$1.10 each. Sale Price... 90c.
Reg. \$2.00 each. Sale Price... \$1.70
Reg. \$2.50 each. Sale Price... \$2.15
- MEN'S BLACK SATIN SHIRTS.**
All Black Mercerised Sat. and White Pin Stripes; all sizes.
Reg. 75c. each. Sale Price... 65c.

LADIES' KNIT UNDERWEAR.

- We carry the most complete lines of Ladies' Underwear to be found anywhere. The advantages you gain by supplying your needs during this Sale ought to bring you here this week. We are prepared for every demand likely to be made on our resources.
- STANFIELD'S WOOL UNDERWEAR.**
VESTS & PANTS.
¾ and long sleeves, high necks.
Reg. 85c. gar. Sale Price... 75c.
Reg. 95c. gar. Sale Price... 85c.
Reg. \$1.10 gar. Sale Price... 99c.
Reg. \$1.35 gar. Sale Price... \$1.20
Reg. \$1.50 gar. Sale Price... \$1.38
Reg. \$1.75 gar. Sale Price... \$1.58
- LADIES' COMBINATIONS.**
Reg. \$3.00 gar. Sale Price... \$2.70
Reg. \$3.20 gar. Sale Price... \$2.96
Reg. \$3.60 gar. Sale Price... \$3.25
- CREAM FLEECE LINED UNDERWEAR.**
VESTS & PANTS.
Reg. 65c. garment. Sale Price... 59c.
- All Jaeger Wool Underwear less 10 per cent. off regular prices.**