

A GIGANTIC PRICE-REDUCTION

"Taking the Bull by the Horns."

In spite of the fact that there is very little indication of any reduction in the price of different kinds of merchandise, there is no denying that the shopping public is looking for and must have lower prices.

Merchants and Storekeepers must realize the necessity of taking a loss sooner or later.

We feel that now is the time to take our loss rather than postpone the evil day.

We are "taking the bull by the horns" in an effort to reduce our present splendid stocks, so that should there be any slump in prices for next Spring, we will be in a position to take advantage of the same.

THE ROYAL STORES, LTD.

SALE

Is now proceeding at the Royal Stores.
The Greatest, Absolutely the Greatest
Buying Opportunity Since
Before the War

GLOVES

Including every type
that is now seasonable

Women's Kid Gloves.

In Browns, Greys, Black and Natural Chamol; all sizes; unlined.
Reg. \$2.75 pair. Sale Price...\$2.20
Reg. \$3.30 pair. Sale Price...\$2.62
Reg. \$3.60 pair. Sale Price...\$2.88
Reg. \$4.80 pair. Sale Price...\$3.84
Heavy Lined Kid Browns and Tans.
Reg. \$5.50 pair. Sale Price...\$4.50
Reg. \$6.00 pair. Sale Price...\$5.00

Children's Wool Gloves.

All colors and sizes.
Reg. 50c. pair. Sale Price...40c.
Reg. 75c. pair. Sale Price...60c.
Reg. 95c. pair. Sale Price...75c.
Reg. \$1.20 pair. Sale Price...96c.
Infants' Wool Leggings.
In all colors.
Reg. \$1.10 pair. Sale Price...90c.

Featuring the Lowest Possible Prices on High-Grade Fall and Winter Costumes

Navy Serge Costumes.

Silk braid and button trimmed, ¾ length Coats, with and without belts and pockets.
Reg. \$8.00 each for...\$5.50
Reg. \$8.00 each for...\$6.00
Reg. \$8.00 each for...\$6.00
Reg. \$12.50 each for...\$10.00
Reg. \$12.50 each for...\$10.00
Reg. \$14.50 each for...\$11.00

Black Gabardine.

In a variety of smart styles.
Reg. \$60.00 each for...\$45.00
Reg. \$60.00 each for...\$45.00
Reg. \$75.00 each for...\$55.00
Reg. \$82.00 each for...\$65.00
Reg. \$85.00 each for...\$65.00
Reg. \$102.00 each for...\$81.00

Cloth Costumes.

Navy, Green and Brown.
Reg. \$30.00 each for...\$22.00
Tan only.
Reg. \$32.50 each for...\$26.00

Colored Serge Costumes.

Wine. Reg. \$33.00 ea. for...\$26.40
Lt. Blue. Reg. \$40.00 ea. for...\$32.00
Navy. Reg. \$44.00 ea. for...\$35.20

Tweed Costumes.

Smart Heather mixtures, various styles.
Reg. \$41.50 each for...\$33.10
Reg. \$52.50 each for...\$42.00
Reg. \$55.50 each for...\$47.00
Reg. \$76.00 each for...\$61.00



A Wonderful Variety of Styles in Fall & Winter Coats

No one can picture to you, with cold type, the charm and beauty of these Coats. You must see them for yourself—Examine the materials—the fine workmanship—and try them on—all this you must do before you can appreciate the Special Attractive Prices now placed on these garments.

Women's Colored Coats.

In Tweeds, Serges, Polo and Velour Cloths; all handsome new models.
Reg. \$21.00 each for...\$16.50
Reg. \$22.50 each for...\$18.00
Reg. \$25.50 each for...\$20.40
Reg. \$30.00 each for...\$24.00
Reg. \$32.50 each for...\$26.00
Reg. \$35.75 each for...\$28.60
Reg. \$37.50 each for...\$30.00
Reg. \$42.50 each for...\$34.00
Reg. \$45.50 each for...\$36.40
Reg. \$52.50 each for...\$42.00
Reg. \$57.50 each for...\$46.00
Reg. \$60.00 each for...\$48.00
Reg. \$67.50 each for...\$54.00
Reg. \$72.50 each for...\$58.00
Reg. \$87.50 each for...\$70.00
Reg. \$95.00 each for...\$76.00
Reg. \$114.50 each for...\$91.60

Women's Black Coats.

In Serge, Polo and Velour Cloth.
Reg. \$15.00 each for...\$12.00
Reg. \$18.00 each for...\$14.40
Reg. \$20.00 each for...\$16.00
Reg. \$22.50 each for...\$18.00
Reg. \$25.50 each for...\$20.40
Reg. \$30.00 each for...\$24.00
Reg. \$32.50 each for...\$26.00
Reg. \$35.75 each for...\$28.60
Reg. \$37.50 each for...\$30.00
Reg. \$42.50 each for...\$34.00
Reg. \$45.50 each for...\$36.40
Reg. \$52.50 each for...\$42.00
Reg. \$57.50 each for...\$46.00
Reg. \$60.00 each for...\$48.00
Reg. \$67.50 each for...\$54.00
Reg. \$72.50 each for...\$58.00
Reg. \$87.50 each for...\$70.00
Reg. \$95.00 each for...\$76.00
Reg. \$114.50 each for...\$91.60

Fur Wove Coats.

Reg. \$65.00 each for...\$57.50
Reg. \$75.00 each for...\$67.50

Caracul Coats.

Reg. \$36.50 each for...\$28.50
Reg. \$40.00 each for...\$32.00
Reg. \$42.50 each for...\$34.00
Reg. \$45.00 each for...\$36.00
Reg. \$47.50 each for...\$38.00

Black Astrachan Coats.

Reg. \$25.00 each for...\$16.50
Reg. \$35.00 each for...\$26.50

Black Sealette Coats.

Reg. \$51.50 each for...\$41.20
Reg. \$57.50 each for...\$46.00
Reg. \$65.50 each for...\$52.40
Reg. \$72.50 each for...\$58.00
Reg. \$120.00 each for...\$96.00

Black Hudson Seal Coats.

Reg. \$60.00 each for...\$52.00
Reg. \$70.00 each for...\$62.00



Men's Shirts

Tunic Shirts.

In Cotton, Percales, fancy stripes, well made roomy Shirts imported for high class trade; in all sizes.
Reg. \$2.55 each. Sale Price...\$2.20
Reg. \$3.00 each. Sale Price...\$2.40
Reg. \$3.50 each. Sale Price...\$2.80
Reg. \$3.75 each. Sale Price...\$3.00
Reg. \$4.00 each. Sale Price...\$3.20
Reg. \$4.25 each. Sale Price...\$3.40

Men's Silk Ties.

In all the popular colors, weaves and designs.
Reg. \$1.00 each. Sale Price...80c.
Reg. \$1.40 each. Sale Price...\$1.12
Reg. \$1.70 each. Sale Price...\$1.36
Reg. \$2.00 each. Sale Price...\$1.60

All Wool Socks.

Reg. \$1.25 pair. Sale Price...\$1.10
Reg. \$1.40 pair. Sale Price...\$1.25
Reg. \$1.80 pair. Sale Price...\$1.63
Reg. \$2.50 pair. Sale Price...\$2.20
Reg. \$2.70 pair. Sale Price...\$2.40



TOYS

By the calendar, Christmas is still a month away, but at The Royal Stores it is seemingly near at hand. Toyland is the centre of attraction for the kiddies. Bring them in and let them spend a happy time among

WALL QUOITS—A game for all ages.
Size No. 1. Reg. \$1.00 ea. 80c.
for...\$1.20

Size No. 2. Reg. \$1.50 ea. 1.20
for...\$1.80

TOOL SETS—Useful Carpenters' Tools. Regular \$1.10 set for...88c.

DRUMS—Boy Scout pattern. Size 5½ in. Reg. 30c. ea. 24c.
for...44c.

Size 7 in. Reg. 65c. each for...\$1.44

Size 10 in. Reg. \$1.80 ea. \$1.44
for...\$2.25

DOLLS' BEDS—With folding frames, mattress & pillows. Reg. \$2.75 each for...\$2.25

TRUMPETS—With 3 notes. Reg. \$1.10 each for...88c.

With 4 notes. Reg. \$1.35 each for...\$1.09

With 5 notes. Reg. \$1.80 each for...\$1.44

TOY TABLES—Round, oak finished. Small size. Reg. \$2.40 each for...\$1.92

Large size. Reg. \$3.60 each for...\$2.88

4 WHEELED EXPRESS CARTS—Reg. \$1.65 each for...\$1.33

2 WHEELED EXPRESS CARTS—Reg. \$1.35 each for...\$1.09

TEDDY BEARS—Squeaker; large size. Regular \$5.90 each for...\$4.72

TEDDY BEARS—Squeaker; small size. Regular \$3.10 each for...\$2.48

Men's Handkerchiefs.

In Cambric, Excelsa, Silk and other fabrics; plain or fancy borders.

Reg. 25c. each for...20c.

Reg. 30c. each for...24c.

Reg. 40c. each for...32c.

Reg. 50c. each for...40c.

Reg. 60c. each for...48c.

Smart Dresses at Tremendous Savings

Afternoon Dresses.

In Silk, Georgette, Crepe de Chene and Bellene, in a wide range of pretty colorings; all sizes.
Regular \$22.50 each for...\$18.00
Regular \$35.00 each for...\$28.00
Regular \$42.00 each for...\$33.60
Regular \$51.50 each for...\$41.20
Regular \$58.00 each for...\$46.40
Regular \$72.50 each for...\$58.00
Regular \$88.50 each for...\$68.40

Serge Dresses.

Black and Navy; all well made garments; in sizes to fit all figures.
Regular \$25.50 each for...\$20.40
Regular \$35.00 each for...\$28.00
Regular \$44.00 each for...\$35.20
Regular \$47.50 each for...\$38.00
Regular \$60.00 each for...\$48.00
Regular \$67.50 each for...\$54.00
Regular \$75.00 each for...\$60.00
Regular \$90.00 each for...\$72.00

Tricotine Dresses.

Black and Navy only; very serviceable styles; in all sizes.
Regular \$66.00 each for...\$48.00
Regular \$68.50 each for...\$50.00
Regular \$74.00 each for...\$55.20
Regular \$82.50 each for...\$61.00
Regular \$105.00 each for...\$76.40

Jersey Dresses.

Shades of Grey, Saxe, Green and Navy.
Regular \$67.50 each for...\$54.00
Brown, Taupe and Saxe.
Regular \$60.00 each for...\$48.00
Brown only.
Regular \$43.50 each for...\$34.50



Fashionable Millinery

Millinery Hats.

Smart stylish shapes, trimmed in the vogue of the moment.
Reg. \$ 4.25 to \$ 7.50 values for...\$ 2.75
Reg. \$ 6.00 to \$ 8.00 values for...\$ 3.50
Reg. \$ 6.50 to \$10.50 values for...\$ 4.75
Reg. \$15.00 to \$16.50 values for...\$ 8.00
Reg. \$19.00 to \$21.50 values for...\$10.00 (Black.)
Reg. \$ 8.50 each for...\$ 5.75
Reg. \$ 9.50 each for...\$ 6.40
Reg. \$11.50 each for...\$ 7.60
Reg. \$12.50 each for...\$ 8.00
Reg. \$15.50 each for...\$10.00
Reg. \$17.50 each for...\$11.00

Children's Millinery Hats.

In Felt and Velvet; pretty models in assorted colors.
Reg. \$2.75 to \$3.00 values for...\$1.25
Reg. \$3.75 to \$4.75 values for...\$2.50
Reg. \$6.00 to \$7.50 values for...\$4.25

American Ready-to-Wear Hats.

Smart shapes in colored Felt and Velvet ribbon and braid trimmed.
Reg. \$4.00 to \$ 9.75 values for...\$1.75
Reg. \$4.80 to \$ 6.75 values for...\$2.75
Reg. \$6.75 values for...\$3.75

English Millinery Hats.

In Silks, Velvets, Velourines; very latest models.
Reg. \$ 7.00 each for...\$ 5.60
Reg. \$ 7.75 each for...\$ 6.20
Reg. \$ 8.50 each for...\$ 6.80
Reg. \$ 9.75 each for...\$ 7.80
Reg. \$11.50 each for...\$ 9.20
Reg. \$12.75 each for...\$10.20
Reg. \$14.00 each for...\$11.20
Reg. \$15.75 each for...\$12.60
Reg. \$17.25 each for...\$14.60
Reg. \$20.00 each for...\$16.00
Reg. \$23.50 each for...\$18.80
Reg. \$26.00 each for...\$20.80

Men's Braces

Strong serviceable Braces in light or heavy materials.
Reg. 70c. pair for...56c.
Reg. 75c. pair for...60c.
Reg. \$1.20 pair for...96c.

The **Royal Stores, Ltd.**