

The ROYAL Stores Limited

JANUARY

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Of Whitewear—of Embroideries—of Laces—of Lawns—of Sheetings—
Of Curtain Nets and Muslins—of Flannelettes—of Staple Goods—Of Fancy Goods,

One of the Most IMPORTANT SELLING EVENTS of This Business Year.

Pillow Shams, Cases and Bolsters.

In this offering of dainty White Pillow Cases, Pillow Shams and Bolsters, we shall demonstrate to you the remarkable savings to be had on new house furnishings.

FRILLED AND HEMSTITCHED PILLOW CASES.		HEMSTITCHED PILLOW CASES.	
Size 18 x 28 ins. Reg. 30c. for .24c.	Size 20 x 30 ins. Reg. 35c. for .29c.	Size 18 x 18 ins. Reg. 25c. for .21c.	Size 20 x 20 ins. Reg. 35c. for .30c.
Size 20 x 30 ins. Reg. 40c. for .32c.	Size 20 x 30 ins. Reg. 45c. for .37c.	Size 20 x 30 ins. Reg. 40c. for .33c.	Size 20 x 30 ins. Reg. 45c. for .38c.
Size 20 x 30 ins. Reg. 50c. for .44c.	Size 20 x 30 ins. Reg. 60c. for .48c.	Size 20 x 30 ins. Reg. 50c. for .44c.	Size 20 x 30 ins. Reg. 55c. for .48c.
Size 20 x 30 ins. Reg. 75c. for .62c.		Size 25 x 36 ins. Reg. 50c. for .41c.	Size 25 x 36 ins. Reg. 55c. for .48c.
		Size 25 x 36 ins. Reg. 75c. for .62c.	Size 25 x 36 ins. Reg. 90c. for .72c.

Sheetings, Shirtings, Pillow Cottons & Quilts
At January White Sale Prices.

WHITE TWILL SHEETINGS.		PILLOW COTTON.	
72 inches wide. Reg. 30c. Sale Price .26c. yard		40 inches wide. Reg. 25c. Sale Price .19c. yard	
72 inches wide. Reg. 35c. Sale Price .30c. yard		40 & 42 ins. wide. Reg. 25c. Sale Price .21c. yard	
80 inches wide. Reg. 40c. Sale Price .35c. yard		42 inches wide. Reg. 30c. Sale Price .25c. yard	
72 & 80 ins. wide. Reg. 50c. Sale Price .44c. yard		46 inches wide. Reg. 35c. Sale Price .30c. yard	
80 inches wide. Reg. 55c. Sale Price .47c. yard		48 inches wide. Reg. 40c. Sale Price .34c. yard	
72 inches wide. Reg. 60c. Sale Price .52c. yard			
90 inches wide. Reg. 75c. Sale Price .65c. yard			

TO the women in every town in Newfoundland, but particularly to the Women of St. John's, our January Whitewear Sale comes one of the most, if not the most, important selling event in the whole business year.

It brings to your door the daintiest of most exquisite lingerie. It brings it as fresh, as white, as refined and as dainty as machinery ever made for Newfoundland womanhood. It brings it, this year, at prices less by a considerable margin than even our own best prices of previous sales, and it brings a bigger selection—bigger by hundreds of garments than we ever had involved in a white sale before.

There is good reason for our more extensive purchases—our Tremendously Increased Business. And there is this reason besides for the still lower prices—we bought from Manufacturers direct—at lowest prices—and, we forget all profits during sale times. Many of the lines represent a saving of from 25 to 40 per cent. You'll do well to make your selections early.

Underskirts, Nighdresses, Camisoles, Corset Covers, Knickers, Blouses, Aprons, Etc.

All Goods mentioned above shown in Mantle Department—Second Floor.

OUR GREATEST SALE OF EMBROIDERIES!



Imported Direct from St. Gall, Switzerland, at a saving of from 20 to 40 per cent.

This is without doubt one of the biggest plums of the sale. When we tell you there are over 35,000 yards in the assortment, a tremendous stock to buy even at the commencement of a season, much less at this time of the year, you'll have some idea of what this sale means. But when we can get values such as this line represents, we have no hesitation in buying them at any time of the year. They are all perfect goods; no faults of any kind; they are perfect in every thread and pattern.

Insertions, Embroidery, Beadings, Camisole Embroidery, All-Over Embroidery.

It will be well worth your while to buy plentifully of these Embroideries, even if you have to lay them away for a season; "they'll eat no bread," and the saving will be equal to double and treble the usual bank interest.

THE ROYAL STORES LIMITED

Mail Order Customers.

Mail Order customers, by enclosing cash with order, may receive any of these items at Sale Prices. The increased patronage of this department is proof positive of the satisfaction we are giving to all Mail Orders. Our guarantee of Money Back if not satisfactory goes with all purchases. Careful Packing and Prompt Shipping are noted characteristics of this store. A trial order will convince.

Many Remarkable Bargains in Lace Curtains

We expect brisk selling in these special lines of Nottingham Lace Curtains, suitable for either country or city use. Beautiful floral and stripe designs, neat and massive, they represent a special purchase of a manufacturer's clearing line at about 1/4 off their actual value.

24 pairs, 2 1/2 yards long. Sale Price	42c. pair
20 pairs, 2 1/2 yards long. Sale Price	51c. pair
26 pairs, 2 1/2 yards long. Sale Price	54c. pair
25 pairs, 2 1/2 yards long. Sale Price	65c. pair
40 pairs, 2 1/2 & 2 3/4 yards long. Sale Price	75c. pair
15 pairs, 2 1/2 yards long. Sale Price	85c. pair
40 pairs, 3 yards long. Sale Price	96c. pair
15 pairs, 3 yards long. Sale Price	\$1.05 pair
50 pairs, 3 yards long. Sale Price	\$1.20 pair
30 pairs, 3 yards long. Sale Price	\$1.35 pair
20 pairs, 3 yards long. Sale Price	\$1.55 pair
30 pairs, 3 & 3 1/2 yards long. Sale Price	\$1.75 pair
25 pairs, 3 1/2 yards long. Sale Price	\$2.00 pair
10 pairs, 3 1/2 yards long. Sale Price	\$2.25 pair
15 pairs, 3 1/2 yards long. Sale Price	\$2.40 pair
10 pairs, 3 1/2 yards long. Sale Price	\$2.90 pair
26 pairs, 3 1/2 yards long. Sale Price	\$3.35 pair
10 pairs, 3 1/2 yards long. Sale Price	\$3.40 pair
8 pairs, 4 yards long. Sale Price	\$3.55 pair
10 pairs, 4 yards long. Sale Price	\$3.85 pair
10 pairs, 4 yards long. Sale Price	\$4.20 pair

Linen Table Cloths and Napkins.

Another opportunity to purchase high-class Linen Table Cloths at a very low price. A special purchase together with our regular stock placed within your reach during this White Sale at much less than ordinary prices.

TABLE CLOTHS.		BLEACHED TABLE NAPKINS.	
Size. Reg. Sale Price		15 doz., size 19 x 20 ins. Reg. 10c. for	8c. each
60 x 60 ins. \$1.25. \$1.00.		15 doz., size 22 x 22 ins. Reg. 15c. for	15c. each
70 x 80 ins. \$1.75. \$1.29.		10 doz., size 23 x 23 ins. Reg. 22c. for	18c. each
2 yards long. \$2.00. \$1.65.		10 doz., size 22 x 23 ins. Reg. 25c. for	21c. each
2 1/2 yards long. \$2.50. \$2.18.		10 doz., size 23 x 24 ins. Reg. 28c. for	24c. each
2 1/2 yards long. \$3.25. \$2.80.		6 doz., size 26 x 26 ins. Reg. 35c. for	30c. each
3 yards long. \$3.50. \$3.05.		5 doz., size 23 x 23 ins. Reg. 45c. for	38c. each
2 1/2 yards long. \$4.00. \$3.45.			
3 yards long. \$5.00. \$4.40.			
3 1/2 yards long. \$6.50. \$5.65.			

Victoria and Tucked Lawns—LARGE VARIETY.

To Go at Cost Prices. A List Worth Considering.

VICTORIA LAWN.		TUCKED LAWNS.	
38 inches wide.		With Insertion.	
Reg. 17c.	20c.	20c.	30c.
for 14c.	16c.	for 15c.	for 25c.
		for 30c.	for 40c.
		for 45c.	for 55c.
		for 60c.	for 75c.
		for 80c.	for 95c.

Children's, Misses and Infants' Underwear.

Mothers should not think of having garments made for their little ones until after seeing the pretty styles in Children's wear and the extraordinary values this sale affords. Owing to their being so many styles and sizes, we are unable to give a detailed description, but the reductions will equal

10 TO 20 PER CENT.

They include: Knickers, Robes, Bibs, Bodices, Singlets, Day Gowns, Day Flannels, Long and Short Slips, Infants' Shirts, Nighdresses, Feeders, Pinafores, Chemises and Overalls.

COA?

and 1 lb. tins. Masmon "Cocoa."

Sons Limited

Dept.

ER.

Values.

22c. yard
33 cts.

RIES.

ER.

Public Dispensary.

Evening Telegram.
Sir—Now that the matter of a and healthy city is the topic of day, I think a suggestion would order. If the Government and Council would meet and have a over the idea, they would be do-public benefit.
I wish to suggest that a public dispensary with a doctor in attendance be opened in each end of the day the doctor having stated hours day when any person could call have his or her sickness attend- ed. This might be the means of ending an epidemic.
To the present spreading of ty- fever. If the public dispensary in the city, people when they unwell could visit the doctor at Dispensary and have their sick- in the early stages attended to, doctor would certainly send them to Hospital at once, and to-day wouldn't have this disease ending.
Other cities a Dispensary is ed to advantage, and men, women children go and have their ill- attended to at once. It could be in St. John's with the same ss.
Present many a sick person is twice of going to the doctor, as a ill afford to pay. In case of a sious disease, prompt action protect the public. Under the rules and regulations of a person needs the district doctor to lose his day to go through ordinary red tape, and perhaps patient may be dead before the arrives, and no fault of the I believe if the Government City Council would act on this tion some good would come out. Thanking you, Mr. Editor,
I remain,
P. F. COLLINS.

BUCK WITH A HOCKEY STICK
Long, of the R. N. Co. express was severely wounded in the y a stroke of a hockey stick last while playing with the Victorias. ad is bound up to-day.

SE FELL IN POND.—Stephen this horse fell in Bay Bulls Pond day while the owner was going woods to get a load of wood. the assistance of a gang of ten, the horse was got out after dif- ficulty.