

e NS.

houses,
on in Price.

and Lawn
Blouses!

now for ... 65c.
now for ... 75c.
now for ... \$1.05
now for ... \$1.20

Muslin, Fancy
on Blouses!

now for ... 70c.
now for ... 75c.
now for ... 90c.
now for ... \$1.05
selling now for \$1.37
now for ... \$1.67

& Misses', asstd.

now for ... 65c.
now for ... \$1.20
now for ... \$1.50
now for ... \$1.80

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Portrait Co.

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of Coughs, Colds, Bron-
Asthma and various Lung
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to Evening Telegram.
CAPE RACE, To-day.
N. Light, weather dull. Bar.
Ther. 30.

Striking Opportunities



on
White
and
Cream

DRESS GOODS.

Right now is the time to buy that White or Cream Dress length you intend getting for the coming Spring and Summer—now while the prices are at their lowest ebb. The lines listed here are extra values to-day at their regular prices. Come and see them—early buying will give you the best choice.

CREAM WINCEY.

Reg. 60c. yd. Sale Price 52c.
Reg. 60c. yd. Sale Price 77c.
Reg. 1.00 yd. Sale Price 85c.

CREAM LUSTRE.

Reg. 45c. yd. S. Price 39c.
Reg. 55c. yd. S. Price 47c.
Reg. 75c. yd. S. Price 64c.
Reg. 90c. yd. S. Price 77c.
Reg. 1.25 yd. S. Price \$1.05

CREAM SICILIAN.

Reg. 1.00 yd. S. Price 85c.

WHITE

LAURUNG SILK.
Reg. \$1.20 yd. S. Price \$1.00

CREAM BOLLENNE

Reg. \$1.25 yd. S. Price \$1.05

CREAM ARMURE-DE-CHENE.

Reg. 75c. yd. Sale Price 64c.

SILK & WOOL

SHANTUNG.
Reg. \$1.00 yd. S. Price 85c.

CREAM CASHMERE.

Reg. 55c. yd. S. Price 47c.

CREAM MERINO.

Reg. 65c. yd. Sale Price 55c.
Reg. 75c. yd. Sale Price 64c.

The Greatest WHITE SALE

Ever Held in St. John's
is now
In Full Swing
at This Store.

A brilliant bargain-giving event planned with that foreknowledge of your requirements gained in long years of successful merchandising, prepared for months ago by our shrewd buyers who secured from mills and manufacturers of Europe and America huge stocks of high-grade merchandise at prices considerably below the cost prevailing to-day.

Huge stocks of Snowy White Bed Linens, pile after pile of Curtain Remnants, Scrims, and Lace Curtains, yards and yards of Dress Goods, Muslins and Lawns, Undergarments and Blouses in the most attractive styles, with such dainty trimmings and such faultless workmanship, and withal, so low priced that this Sale cannot fail to induce the most enthusiastic buying.

MANY WOMEN WILL ANTICIPATE THEIR REQUIREMENTS FOR A YEAR AHEAD.



Children's White Wear.

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 there being so many styles and sizes we are unable to give a detailed description but the savings will be readily seen by the prices quoted below.

Girls' Fleece Lined Underwear.

Reg. 45c. gar. S. Price 38c.
Reg. 45c. gar. S. Price 38c.
Reg. 45c. gar. S. Price 40c.
Reg. 50c. gar. S. Price 42c.
Reg. 55c. gar. S. Price 46c.
Reg. 55c. gar. S. Price 55c.

Infants' Long Slips.

Reg. 45c. ea. S. Price 38c.
Reg. 50c. ea. S. Price 40c.
Reg. 55c. ea. S. Price 44c.
Reg. 70c. ea. S. Price 56c.
Reg. 1.00 ea. S. Price 80c.

Infants' Short Slips.

Reg. 40c. ea. S. Price 32c.
Reg. 50c. ea. S. Price 40c.
Reg. 60c. ea. S. Price 48c.
Reg. 70c. ea. S. Price 56c.
Reg. 85c. ea. S. Price 68c.

Children's Muslin and Voile Dresses.

Reg. 95c. ea. S. Price 76c.
Reg. 1.45 ea. S. Price 1.16
Reg. 1.85 ea. S. Price 1.49
Reg. 2.00 ea. S. Price 1.60
Reg. 2.25 ea. S. Price 1.80
Reg. 2.50 ea. S. Price 2.05
Reg. 2.75 ea. S. Price 2.30
Reg. 3.00 ea. S. Price 2.60
Reg. 3.60 ea. S. Price 2.98
Reg. 4.50 ea. S. Price 3.78
Reg. 5.25 ea. S. Price 4.30
Reg. 6.00 ea. S. Price 4.98
Reg. 6.50 ea. S. Price 5.47

Girls' Cotton and Cambric Nightgowns.

Reg. 50c. ea. S. Price 40c.
Reg. 60c. ea. S. Price 48c.
Reg. 1.25 ea. S. Price 1.00
Reg. 1.35 ea. S. Price 1.08

We're Going to Have a Great SALE OF CORSETS, Greater and Better Than Ever Before.



There is not another store in Newfoundland that will offer such low prices on Women's Stylish Corsets as we will during our January White Sale. The leading shapes are all represented, thus affording intending purchasers unusual opportunity to secure a high-grade corset at a very low price.

The models shown here have been selected from our regular stock to show two of the many styles to be offered during this Sale.

WOMEN'S CORSETS.

Reg. 50c. pair. Sale Price ... 44c.
Reg. 55c. pair. Sale Price ... 45c.
Reg. 75c. pair. Sale Price ... 67c.
Reg. 85c. pair. Sale Price ... 75c.
Reg. 95c. pair. Sale Price ... 85c.
Reg. \$1.20 pair. Sale Price ... \$1.08
Reg. \$1.30 pair. Sale Price ... \$1.17
Reg. \$1.40 pair. Sale Price ... \$1.25
Reg. \$1.65 pair. Sale Price ... \$1.50
Reg. \$1.90 pair. Sale Price ... \$1.72
Reg. \$2.40 pair. Sale Price ... \$2.16
Reg. \$2.50 pair. Sale Price ... \$2.25
Reg. \$2.65 pair. Sale Price ... \$2.34
Reg. \$3.90 pair. Sale Price ... \$3.53
Reg. \$4.50 pair. Sale Price ... \$3.95
Reg. \$4.75 pair. Sale Price ... \$4.17
Reg. \$5.50 pair. Sale Price ... \$4.79
Reg. \$6.75 pair. Sale Price ... \$5.92
Reg. \$7.25 pair. Sale Price ... \$6.52
Reg. \$8.50 pair. Sale Price ... \$7.59
Reg. \$2.75 pair. Sale Price ... \$2.45

WOMEN'S CAMBRIC CORSET COVERS.

Made in some of the prettiest styles imaginable, with trimmings of lace, insertion, embroidery and ribbon run beading.

Regular 95c. each. Sale Price ... 82c.
Regular 70c. each. Sale Price ... 60c.
Regular 80c. each. Sale Price ... 64c.
Regular 95c. each. Sale Price ... 76c.
Regular \$1.00 each. Sale Price ... 80c.
Regular \$1.10 each. Sale Price ... 88c.
Regular \$1.25 each. Sale Price ... \$1.09
Regular \$1.30 each. Sale Price ... \$1.04
Regular \$1.50 each. Sale Price ... \$1.30

MISSIES', CHILDREN'S & INFANTS' CORSETS.

Regular 35c. each. Sale Price ... 29c.
Regular 40c. each. Sale Price ... 35c.
Regular 50c. each. Sale Price ... 45c.



WOMEN'S FLEECE LINED CORSET COVERS.

Made in comfortably fitting styles, with fancy edgings of silk and cotton. At the low prices offered here, they should attract many buyers during the early days of this Sale.

Regular 35c. each. Sale Price ... 29c.
Regular 40c. each. Sale Price ... 35c.
Regular 50c. each. Sale Price ... 45c.

CREAM FLANNELETTE CHEMISE.

Regular \$1.25 each. Sale Price ... \$1.00
Regular \$1.35 each. Sale Price ... \$1.03
Regular \$1.45 each. Sale Price ... \$1.16

MEN! There is Every Advantage in buying your Underwear here.



Immense stocks, standard qualities from which to choose and decidedly the lowest prices, are the leading features of our Men's Underwear Sale.

NEW KNIT UNDERWEAR.

Reg. \$1.70 garment for \$1.40
Reg. 2.20 garment for 1.95
Reg. 2.80 garment for 2.50

STANFIELD'S COMBINATIONS.

Reg. \$3.75 each. S. Price \$3.25
Reg. 5.60 each. S. Price 4.50

STANFIELD'S SHIRTS.

Sizes 34 to 42. Reg. \$1.65 garment for ... \$1.50
Sizes 44 to 46. Reg. \$2.10 garment for ... \$1.85
Sizes 34 to 42. Reg. \$2.75 garment for ... \$2.40
Sizes 42 to 46. Reg. \$3.25 garment for ... \$2.85
Sizes 34 to 40. Reg. \$3.25 garment for ... \$2.85
Sizes 44 to 46. Reg. \$3.75 garment for ... \$3.25

STANFIELD'S PANTS.

Sizes 34 to 40. Reg. \$1.60 garment for ... \$1.50
Sizes 42 to 46. Reg. \$2.10 garment for ... \$1.85
Sizes 34 to 40. Reg. \$2.75 garment for ... \$2.40
Sizes 42 to 46. Reg. \$3.25 garment for ... \$2.85
Sizes 34 to 40. Reg. \$3.25 garment for ... \$2.85

Lace and Embroidery Most Alluringly Priced.

There is not a woman who hasn't some need of these Laces and Embroideries. You will find here a most attractive display, creations that are noteworthy for style, elegance and simple beauty. The partial list gives only a faint idea of the savings to be effected during this Sale.



White Shadow Lace

Reg. 8c. yd. S. Price 7c.
Reg. 10c. yd. S. Price 8c.
Reg. 15c. yd. S. Price 12c.
Reg. 20c. yd. S. Price 16c.
Reg. 22c. yd. S. Price 18c.
Reg. 25c. yd. S. Price 20c.

Camisole Embroidery.

Reg. 65c. yd. S. Price 55c.
Reg. 75c. yd. S. Price 65c.
Reg. 95c. yd. S. Price 85c.
Reg. 1.00 yd. S. Price 85c.
Reg. 1.70 yd. S. Price 1.40

Flouncing Lace.

Reg. 1.85 yd. S. Price 1.53
Reg. 2.25 yd. S. Price 1.85
Reg. 3.75 yd. S. Price 3.15

Whit. Cotton Lace.

Reg. 15c. yd. S. Price 12c.
Reg. 18c. yd. S. Price 15c.
Reg. 20c. yd. S. Price 16c.
Reg. 25c. yd. S. Price 20c.

Flouncing Embroidery.

Reg. 1.35 yard for ... 1.13
Reg. 28c. yard for ... 23c.
Reg. 35c. yard for ... 29c.
Reg. 50c. yard for ... 42c.
Reg. 55c. yard for ... 46c.
Reg. 65c. yard for ... 55c.
Reg. 75c. yard for ... 65c.
Reg. 85c. yard for ... 72c.
Reg. 95c. yard for ... 80c.
Reg. 1.20 yard for ... 1.00

Whit. Cotton Lace.

Reg. 15c. yd. S. Price 12c.
Reg. 18c. yd. S. Price 15c.
Reg. 20c. yd. S. Price 16c.
Reg. 25c. yd. S. Price 20c.

Flouncing Embroidery.

Reg. 1.35 yard for ... 1.13
Reg. 28c. yard for ... 23c.
Reg. 35c. yard for ... 29c.
Reg. 50c. yard for ... 42c.
Reg. 55c. yard for ... 46c.
Reg. 65c. yard for ... 55c.
Reg. 75c. yard for ... 65c.
Reg. 85c. yard for ... 72c.
Reg. 95c. yard for ... 80c.
Reg. 1.20 yard for ... 1.00

Flouncing Embroidery.

Reg. 1.35 yard for ... 1.13
Reg. 28c. yard for ... 23c.
Reg. 35c. yard for ... 29c.
Reg. 50c. yard for ... 42c.
Reg. 55c. yard for ... 46c.
Reg. 65c. yard for ... 55c.
Reg. 75c. yard for ... 65c.
Reg. 85c. yard for ... 72c.
Reg. 95c. yard for ... 80c.
Reg. 1.20 yard for ... 1.00

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Reg. 55c. yard for ... 46c.
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Reg. 75c. yard for ... 65c.
Reg. 85c. yard for ... 72c.
Reg. 95c. yard for ... 80c.
Reg. 1.20 yard for ... 1.00

Flouncing Embroidery.

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Reg. 35c. yard for ... 29c.
Reg. 50c. yard for ... 42c.
Reg. 55c. yard for ... 46c.
Reg. 65c. yard for ... 55c.
Reg. 75c. yard for ... 65c.
Reg. 85c. yard for ... 72c.
Reg. 95c. yard for ... 80c.
Reg. 1.20 yard for ... 1.00

You can Save Money on Fancy Linens During this White Sale.

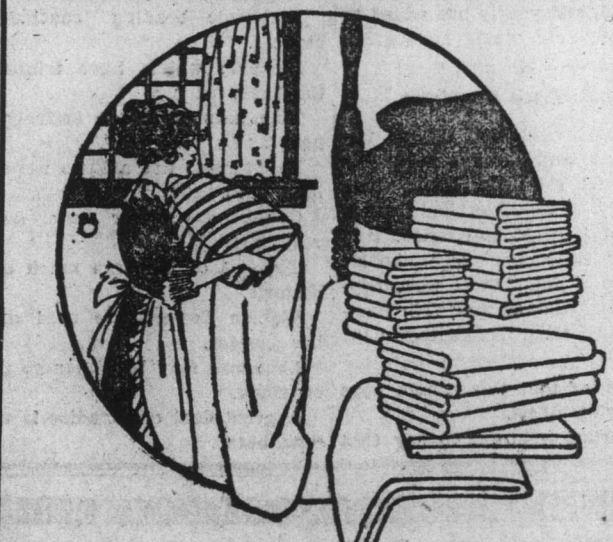
During this White Sale we will offer the greatest Bargains of the year in all lines of Fancy Linens, including—

Table Centres, Bureau Cloths, Tray Cloths, Sideboard Cloths, Duchesse Sets, Piano Scarfs, Dobbies, Antimaccassars, Pillow Cases, Shams, Cushion Covers, Nightdress Bags, Toilet Bags, Etc., Etc.

IT WILL PAY YOU WELL TO ANTICIPATE YOUR WAN'S FOR MANY MONTHS AHEAD.

The Royal Stores Ltd.

AN IMPORTANT SALE OF SHEETS, SHEETING and PILLOW COTTON.



You'll do well to see these lines in household necessities for the first week's selling.

Twilled Sheets.

(2 x 3 1/2 yards.)
Reg. \$3.75 pair for ... \$3.15
(3 x 3 1/2 yards.)
Reg. \$4.20 pair for ... \$3.52
(3 1/2 x 3 yards.)
Reg. \$5.00 pair for ... \$4.25
(2 1/2 x 3 yards.)
Reg. \$5.40 pair for ... \$4.55
(2 1/2 x 2 1/2 yards.)
Reg. \$6.20 pair for ... \$5.30
(2 1/2 x 3 yards.)
Reg. \$7.00 pair for ... \$5.90
(2 1/2 x 2 1/2 yards.)
Reg. \$7.20 pair for ... \$6.10
(2 1/2 x 3 yards.)
Reg. \$7.55 pair for ... \$6.53

White Twilled Sheeting.

68 in. Reg. 60c. yd. for 55c.
68 in. Reg. 65c. yd. for 57c.
60 in. Reg. 1.20 yd. for 1.05
60 in. Reg. 1.40 yd. for 1.20
90 in. Reg. 1.55 yd. for 1.35

Plain Sheeting.

72 in. Reg. 65c. yd. for 57c.
80 in. Reg. 85c. yd. for 72c.
80 in. Reg. 1.00 yd. for 88c.

Circular Pillow Cotton.

(Twilled, asst. widths.)
Reg. 35c. yd. S. Price 30c.
Reg. 40c. yd. S. Price 35c.
Reg. 50c. yd. S. Price 44c.
Reg. 55c. yd. S. Price 48c.
(Plain.)
Reg. 40c. yd. S. Price 35c.
Reg. 50c. yd. S. Price 44c.
Reg. 60c. yd. S. Price 53c.

Plain Sheets.

(2 1/2 x 3 yards.)
Reg. \$5.80 pair for ... \$4.25
(2 1/2 x 3 yards.)
Reg. \$6.00 pair for ... \$4.50
(2 1/2 x 3 yards.)
Reg. \$6.70 pair for ... \$5.70