



Each succeeding day establishes, more than ever, the supreme importance of this Sale. The hundreds who have come and gone away satisfied, have spread the news, till now it seems that all the people in St. John's and neighbourhood know that the greatest White Sale ever attempted in the country is now being held in this store. Most of the best bargains are in small lots, so we do not advertize them. Come to the store, look around and you will find plenty of

Money-saving Items in Every Department.

Grand Display of Dainty Whitewear.

INFANTS' WEAR.

Large assortments of handsome little Bonnets, Caps, &c., trimmed in various pretty styles with Ribbons, Laces, Chiffon and Fur. The body materials are Bearskin, Velvet, Silk and Push.

Reg. 90c.	Sale Price	72c.
Reg. \$1.00.	Sale Price	80c.
Reg. \$1.20.	Sale Price	96c.
Reg. \$1.35.	Sale Price	\$1.08
Reg. \$1.50.	Sale Price	\$1.20
Reg. \$2.00.	Sale Price	\$1.60

PILLOW CASES, SHAMS, &c.

The busy housewife, who has no time for sewing, can save substantially on her Pillow Cases and Shams by buying them here during this White Sale. Prices were never so low.

Pillow Cases.		Pillow Shams.	
In various styles, plain and fancy, frilled embroidered and hem-stitched.	Reg. 20c. Sale Price 16c.	Assorted sizes, lace and embroidered and hemstitched.	Reg. 15c. Sale Price 12c.
Reg. 25c. Sale Price 20c.	Reg. 35c. Sale Price 30c.	Reg. 40c. Sale Price 34c.	Reg. 45c. Sale Price 40c.
Reg. 50c. Sale Price 40c.	Reg. 60c. Sale Price 50c.	Reg. 70c. Sale Price 60c.	Reg. 80c. Sale Price 70c.
Reg. 90c. Sale Price 80c.	Reg. 1.00. Sale Price 90c.	Reg. 1.10. Sale Price 1.00.	Reg. 1.20. Sale Price 1.10.

White Cambric Nightdresses.

Dainty effects in various pretty styles, square, round and sailor collars, ribbon and embroidery trimmed.

Reg. 80c.	Sale Price 64c.	Reg. \$2.35.	Sale Price \$1.93
Reg. 90c.	Sale Price 72c.	Reg. \$2.50.	Sale Price \$2.05
Reg. \$1.10.	Sale Price 88c.	Reg. \$2.65.	Sale Price \$2.15
Reg. \$1.25.	Sale Price \$1.00	Reg. \$2.75.	Sale Price \$2.30
Reg. \$1.45.	Sale Price \$1.16	Reg. \$2.85.	Sale Price \$2.59
Reg. \$1.80.	Sale Price \$1.50	Reg. \$3.75.	Sale Price \$3.00

White Cambric Camisoles.

Various styles, all pretty, trimmed with lace, ribbon and tucks.

Reg. 25c.	Sale Price 20c.	Reg. 75c.	Sale Price 60c.
Reg. 35c.	Sale Price 29c.	Reg. \$1.20.	Sale Price 96c.
Reg. 45c.	Sale Price 38c.	Reg. \$1.25.	Sale Price \$1.00
Reg. 55c.	Sale Price 44c.	Reg. \$1.30.	Sale Price \$1.04
Reg. 70c.	Sale Price 56c.	Reg. \$1.40.	Sale Price \$1.12
Reg. \$1.20.	Sale Price 96c.	Reg. \$1.50.	Sale Price \$1.20

White Cambric Knickers.

Splendid patterns in English and American makes.

Reg. 40c.	Sale Price 34c.
Reg. 50c.	Sale Price 40c.
Reg. 60c.	Sale Price 48c.
Reg. 70c.	Sale Price 56c.
Reg. 80c.	Sale Price 64c.
Reg. \$1.20.	Sale Price 96c.
Reg. \$1.25.	Sale Price \$1.00
Reg. \$1.60.	Sale Price \$1.28

White Cambric Chemises.

Beautiful designs in Swiss Embroidery, many finished with Pink and Blue Draw Ribbon.

Reg. 50c.	Sale Price 40c.
Reg. 55c.	Sale Price 44c.
Reg. 60c.	Sale Price 48c.
Reg. 70c.	Sale Price 56c.
Reg. 80c.	Sale Price 64c.
Reg. 90c.	Sale Price 72c.
Reg. \$1.25.	Sale Price \$1.00

Immense Reductions on Blouse and Shirt Waists.



We have been told that we have the prettiest collection of Blouses and Shirtwaists in the city. Clearing prices have been marked on all our Muslin, Lawn and Linen Blouses and Shirtwaists. These are all becomingly trimmed with Silk, Lace and Embroidery; all of the styles are up to date. It is not often that you get such a chance. A pretty Waist at less than half. Look at these prices

Reg. \$1.50	Reg. \$1.60	Reg. \$1.50	Reg. \$3.00	Reg. \$2.00	Reg. \$2.85
to \$2.50 values	and \$1.75 values	to \$1.85 values	values for	values for	and \$3.10 values
for	for	for			for
80c.	96c.	\$1.00.	\$1.20.	\$1.40.	\$1.52.

White Flette Nightdresses.

Made in different styles, sailor and low necks, pretty silk embroidery effects on yokes and sleeves; all sizes.

Reg. 85c. ea.	Sale Price 68c.	Reg. \$1.80 ea.	Sale Price \$1.50
Reg. 95c. ea.	Sale Price 76c.	Reg. \$2.00 ea.	Sale Price \$1.60
Reg. \$1.25 ea.	Sale Price \$1.00	Reg. \$2.50 ea.	Sale Price \$2.05

Scotch Wincey Nightdresses.

Wincey Nightdresses, various styles and sizes.

Reg. \$2.60.	Sale Price \$2.13
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"Blaxella" Nightdresses.

"Blaxella" Nightdresses, all wool, guaranteed unshrinkable; round and square neck styles.

Reg. \$5.75 ea.	Sale Price \$3.45
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Flette Chemises.

Trimmed with embroidery, lace and tucks.

Reg. 50c. ea.	Sale Price 40c.
Reg. 75c. ea.	Sale Price 60c.
Reg. \$1.25 ea.	Sale Price \$1.00

Flette Knickers.

Reg. 45c. pr. Sale Price 35c. Reg. 50c. pr. Sale Price 40c. Reg. 75c. pr. Sale Price 60c. Reg. 80c. pr. Sale Price 64c. Reg. \$1.00 pr. Sale Price 80c.

CHILDREN'S WHITEWEAR.

This sale offers extraordinary money-saving chances on Children's Whitewear and Underwear. The qualities and styles represented here at such low prices should cause every mother to consider whether it is worth the time, trouble and expense to make up garments. In every instance during this great sale you save

10 to 20 per ct. on your children's clothes.

INFANTS' PINAFORES.

Regular 20c. each.	Sale Price 16c.
Regular 30c. each.	Sale Price 25c.
Regular 45c. each.	Sale Price 35c.
Regular 60c. each.	Sale Price 50c.
Regular 90c. each.	Sale Price 76c.

LACE CURTAINS.

We expect to do a big business in Lace Curtains. A large consignment has arrived, specially bought for this sale. Many new and attractive patterns in both fine and massive effects are included.

Size 2 1/2 yds. long, 38 ins. wide.	Reg. 40c. pr.	Sale Price 35c.
2 1/2 yds. x 38 in.	Reg. 65c. pair.	Sale Price 54c.
2 1/2 yds. x 40 in.	Reg. 75c. pair.	Sale Price 63c.
2 1/2 yds. x 42 in.	Reg. 85c. pair.	Sale Price 72c.
3 yds. x 47 in.	Reg. \$1.00 pair.	Sale Price 85c.
3 yds. x 50 in.	Reg. \$1.20 pair.	Sale Price \$1.00
3 yds. x 52 in.	Reg. \$1.40 pair.	Sale Price \$1.20
3 yds. x 54 in.	Reg. \$1.65 pair.	Sale Price \$1.48
3 1/2 yds. x 56 in.	Reg. \$2.25 pair.	Sale Price \$1.90
3 1/2 yds. x 58 in.	Reg. \$2.75 pair.	Sale Price \$2.35
3 1/2 yds. x 60 in.	Reg. \$3.25 pair.	Sale Price \$2.75
3 1/2 yds. x 62 in.	Reg. \$3.75 pair.	Sale Price \$3.15
3 1/2 yds. x 64 in.	Reg. \$4.25 pair.	Sale Price \$3.57
3 1/2 yds. x 66 in.	Reg. \$4.75 pair.	Sale Price \$3.99
3 1/2 yds. x 68 in.	Reg. \$5.25 pair.	Sale Price \$4.41
3 1/2 yds. x 70 in.	Reg. \$5.75 pair.	Sale Price \$4.83

Fancy Tea Tray and Table Cloths.

Tray Cloths. Linen, trimmed with embroidery, lace, hemstitching, &c.; all regular sizes.

Reg. 45c. ea.	Sale Price 38c.
Reg. 55c. ea.	Sale Price 44c.
Reg. 65c. ea.	Sale Price 50c.
Reg. 85c. ea.	Sale Price 68c.
Reg. \$1.0 ea.	Sale Price 80c.
Reg. \$1.30 ea.	Sale Price \$1.04
Reg. \$1.85 ea.	Sale Price \$1.45

Sideboard Covers.

Tamboured Muslin, lace trimmed, linen, &c.; all sizes.

Reg. 45c. ea.	Sale Price 38c.
Reg. 55c. ea.	Sale Price 44c.
Reg. 65c. ea.	Sale Price 50c.
Reg. \$1.00 ea.	Sale Price 80c.
Reg. \$1.25 ea.	Sale Price \$1.00

Duchesse Sets.

4 pieces in each set, various pretty makes; linen and lace trimmed.

Reg. 40c. set.	Sale Price 34c.
Reg. 50c. set.	Sale Price 40c.
Reg. 60c. set.	Sale Price 48c.
Reg. 75c. set.	Sale Price 60c.
Reg. 85c. set.	Sale Price 68c.
Reg. \$1.10 set.	Sale Price 88c.
Reg. \$1.25 set.	Sale Price \$1.00
Reg. \$1.65 set.	Sale Price \$1.28
Reg. \$2.00 set.	Sale Price \$1.60

Table Centres.

Very pretty designs in Linen, trimmed with lace and embroidery.

Reg. 25c. each.	Sale Price 20c.
Reg. 40c. each.	Sale Price 34c.
Reg. 50c. each.	Sale Price 40c.
Reg. 55c. each.	Sale Price 44c.
Reg. 65c. each.	Sale Price 50c.
Reg. 85c. each.	Sale Price 68c.

QUILTS.

Exceptional good buying opportunities in White Quilts of all descriptions—Honey Combed, Marcella, Grecian, Scotlan and other popular makes—all marked at prices that will claim the attention of every housekeeper.

Stylish Corsets Radically Reduced.



Savings of one quarter to one-third on excellent Corsets, in a variety of good new models are made very easy of attainment during this White Sale.

There's no article of a woman's apparel that lends so much to her appearance as a Corset. A good fitting Corset is absolutely essential to a good figure. The Corsets we carry are makes that have given perfect satisfaction for many years. For this sale we include some of the latest models for Spring 1914. You gain a decided advantage by buying your Corset needs now.

La Diva Corsets.

Self-Reducing Belts, adjustable, absolutely guaranteed; 6 garters. Reg. \$3.55 and \$4.10 pair. Sale Price \$2.50.

\$2.50.

La Gracieuse Corsets.

Long hips, medium busts, 4 garters, abdominal belts; sizes 19 in. to 26 in. Reg. \$1.00 pair. Sale Price 89c.

89c.

D & A Corsets.

All styles, all sizes.

Reg. 75c. pair.	Sale Price 68c.
Reg. \$1.00 pair.	Sale Price 89c.
Reg. \$1.40 pair.	Sale Price \$1.25
Reg. \$1.70 pair.	Sale Price \$1.53
Reg. \$1.85 pair.	Sale Price \$1.67
Reg. \$2.25 pair.	Sale Price \$2.03
Reg. \$2.70 pair.	Sale Price \$2.40

\$3.50 CORSETS for \$1.99.

Monna Self-Reducing Corsets in various sizes, patent straps, &c. Reg. \$3.50. Sale Price **\$1.99.**

Nemo Corsets.

The best models for stout people, abdominal supporting straps, in various styles.

Reg. \$4.00 pair.	Sale Price \$3.55
Reg. \$4.50 pair.	Sale Price \$4.05
Reg. \$5.00 pair.	Sale Price \$4.55
Reg. \$6.00 pair.	Sale Price \$5.55

The Royal Stores Ltd.

Circular Pillow Cotton.

(Plain.)		(Twill.)	
42 in. Reg. 20c. yd. for...	17c.	42 in. Reg. 22c. yd. for...	18c.
43 in. Reg. 22c. yd. for...	19c.	43 in. Reg. 24c. yd. for...	20c.
44 in. Reg. 24c. yd. for...	20c.	44 in. Reg. 26c. yd. for...	21c.
45 in. Reg. 26c. yd. for...	21c.	45 in. Reg. 28c. yd. for...	22c.
46 in. Reg. 28c. yd. for...	22c.	46 in. Reg. 30c. yd. for...	23c.
47 in. Reg. 30c. yd. for...	23c.	47 in. Reg. 32c. yd. for...	24c.
48 in. Reg. 32c. yd. for...	24c.	48 in. Reg. 34c. yd. for...	25c.