BRILLIANT ASSEMBLAGE

of White Merchandise

At The Royal Stores' Great Jan'y. White Sale.

A refreshing vesta of White will greet you the moment you enter the store. As a mere sightseer you will be charmed with the many interesting displays. As a lover of economy you will be convinced of the genuineness of our offerings, for the values are here--values that are unapproachable. Values that we believe will create a sensation this January. We advise early attendance for best sellections.

CURTAINS, SCRIMS, AND MUSLINS.

That are in every way reliable, are offered during this sale at greatly reduced prices. This is the opportunity that every careful housekeeper has been waiting for. This is the sale in which a little money goes a long way.

LACE CURTAINS
(2½ Yards Long.)

Regular 85c. pair.	Sale Price	75c.
Regular $1.10 pair.	Sale Price	95c.
Regular $1.25 pair.	Sale Price	$1.05
Regular $1.30 pair.	Sale Price	$1.10
Regular $1.35 pair.	Sale Price	$1.15
Regular $1.50 pair.	Sale Price	$1.25
Regular $1.55 pair.	Sale Price	$1.30
Regular $1.60 air.	Sale price	$1.35

(3 Yards Long.)

Regular $5.00 pair.	Sale Price	$4.25
Regular $6.30 pair.	Sale Price	$5.40
Regular $7.40 pair.	Sale Price	$6.30

(3½ Yards Long.)

Regular $5.30 pair.	Sale Price	$4.45

SCRIM CURTAINS
(2½ Yards Long.)

Regular $5.25 pair.	Sale Price	$4.40

CURTAIN SCRIM
(White.)

Regular 25c. yard.	Sale Price	21c.
Regular 55c. yard.	Sale Price	48c.
Regular 60c. yard.	Sale Price	53c.
Regular 65c. yard.	Sale Price	57c.

CREAM

Regular 25c. yard.	Sale Price	21c.

(White and Cream with Colored, Floral Borders.)

Regular 27c. yard.	Sale Price	23c.
Regular 28c. yard.	Sale Price	24c.
Regular 35c. yard.	Sale Price	30c.
Regular 38c. yard.	Sale Price	33c.
Regular 40c. yard.	Sale Price	35c.
Regular 55c. yard.	Sale Price	48c.

CURTAIN NET.

Regular 24c. yard.	Sale Price	20c.
Regular 25c. yard.	Sale Price	21c.
Regular 28c. yard.	Sale Price	24c.
Regular 45c. yard.	Sale Price	40c.
Regular 55c. yard.	Sale Price	48c.

CURTAIN TOPS
(Lace.)

Regular $2.00 pair.	Sale Price	$1.68
Regular $2.50 pair.	Sale Price	$2.10

MADRAS.
(8 feet long.)

Regular $1.50 pair.	Sale Price	$1.35

STAPLES & FANCY LINENS

EVERY HOUSEKEEPER SHOULD INVESTIGATE THE SAVINGS WE HAVE MADE POSSIBLE.

MARCELLA QUILTS

Reg. $7.50 ea.	Sale Price	$6.40
Reg. $7.80 ea.	Sale Price	$6.70
Reg. $8.75 ea.	Sale Price	$7.45
Reg. $9.60 ea.	Sale Price	$8.15

BEADED LAMP SHADE FRINGE
(Plain White or with Gold and Green.)

Reg. 40c. yd.	Sale Price	34c.
Reg. 50c. yd.	Sale Price	42c.
Reg. 55c. yd.	Sale Price	46c.
Reg. 85c. yd.	Sale Price	72c.
Reg. $1.50 yd.	Sale Price	$1.25
Reg. $1.85 yd.	Sale Price	$1.55

COTTON BLANKETS

Reg. $4.20 pr.	Sale Price	$3.78
Reg. $4.50 pr.	Sale Price	$4.05

FRILLED CURTAIN MUSLIN

Reg. 50c. yd.	Sale Price	44c.

CREAM CASEMENT CLOTH
(Insertion and Lace trimmed.)

Reg. $1.20 yd.	Sale Price	$1.06
Reg. $1.70 yd.	Sale Price	$1.46

(Plain, Hemmed Edge.)

Reg. $1.35 yd.	Sale Price	$1.17
Reg. $1.55 yd.	Sale Price	$1.36

PILLOW CASES
(Plain Frilled.)

Reg. 45c. ea.	Sale Price	36c.
Reg. 75c. ea.	Sale Price	60c.
Reg. 85c. ea.	Sale Price	68c.
Reg. 90c. ea.	Sale Price	72c.

(Frilled and Embroidered.)

Reg. 95c. ea.	Sale Price	76c.
Reg. $1.10 ea.	Sale Price	88c.
Reg. $1.20 ea.	Sale Price	96c.
Reg. $1.25 ea.	Sale Price	$1.00
Reg. $1.50 ea.	Sale Price	$1.20

(Hemstitched and Embroidered)

Reg. $1.25 ea.	Sale Price	$1.00
Reg. $1.50 ea.	Sale Price	$1.20

AMERICAN CROCHET QUILTS

Reg. $2.70 ea.	Sale Price	$2.30
Reg. $3.25 ea.	Sale Price	$2.75
Reg. $3.55 ea.	Sale Price	$3.00
Reg. $3.75 ea.	Sale Price	$3.15
Reg. $4.30 ea.	Sale Price	$3.65
Reg. $4.55 ea.	Sale Price	$3.83
Reg. $5.20 ea.	Sale Price	$4.35
Reg. $5.35 ea.	Sale Price	$4.50
Reg. $5.50 ea.	Sale Price	$4.65
Reg. $5.90 ea.	Sale Price	$5.00

Attractive Underwear Values.

WOMEN'S "NEW-KNIT" UNDERWEAR.

Reg. $2.75 garment.	Sale Price	$2.48
Reg. $2.80 garment.	Sale Price	$2.52
Reg. $3.25 garment.	Sale Price	$2.93
Reg. $4.00 garment.	Sale Price	$3.60

WOMEN'S "STANFIELD'S" UNDERWEAR.

Reg. $3.25 garment.	Sale Price	$2.93
Reg. $3.75 garment.	Sale Price	$3.38
Reg. $3.90 garment.	Sale Price	$3.51
Reg. $4.25 garment.	Sale Price	$3.83

INFANTS' BATH ROBES.
(White Rippa Eiderdown.)

Reg.	Sale Price
$3.00 ea.	$2.50
$3.30 ea.	$2.74

INFANTS' PINAFORES.
(To fit up to 5 years.)

Reg.	Sale Price
75c. ea.	60c.
85c. ea.	68c.
90c. ea.	72c.
$1.00 ea.	80c.
$1.10 ea.	88c.
$1.25 ea.	$1.00
$1.35 ea.	$1.08

INFANTS' SHORT DRESSES.
(6 to 12 months.)

Reg.	Sale Price
$2.75 ea.	$2.30
$3.75 ea.	$3.10

INFANTS' FLANNELETTE UNDERSKIRTS.

Reg.	Sale Price
90c. ea	72c.
$1.10 ea.	88c.

FIQUE PRAM COVERS.

Reg	Sale Price
95c. ea.	76c.
$2.00 ea.	$2.05
$3.00 ea.	$2.50

EIDERDOWN PRAM COVERS.
(Silk Trimmed.)

Reg.	Sale Price
90c. ea.	72c.
$1.85 ea.	$1.49

INFANTS' CAMBRIC ROBES.

Reg.	Sale Price
$2.25 ea.	$1.80
$3.00 ea.	$2.50
$3.50 ea.	$2.90
$4.25 ea.	$3.59
$4.75 ea.	$3.98
$5.25 ea.	$4.30

INFANTS FLETTE BARRAS

Reg.	Sale Price
$1.35 ea.	$1.08
$1.45 ea.	$1.16

INFANT'S CAMBRIC UNDERSKIRTS.

Reg.	Sale Price
$1.45 ea.	$1.16
$1.65 ea.	$1.32

INFANT'S CAMBRIC BODICES.
(To attach to skirts.)

Reg.	Sale Price
40c. ea.	32c.
55c. ea.	44c.
60c. ea.	48c.

INFANT'S FLETTE and CASHMERE SACQUES.

Reg.	Sale Price
$1.00 ea.	80c.
$1.25 ea.	$1.00

WHITE FRONTS FOR INFANTS' BONNETS.

Reg.	Sale Price
16c. ea.	13c.
20c. ea.	16c.
30c. ea.	25c.
35c. ea.	30c.

The Eyes of the Populace are on The Royal Stores

A combination of conditions makes this store the very centre of attraction for the economical shopper. Those of little means can be suited here just as well as their wealthier neighbours. Come and see for yourself in the striking display of beautiful waists offered during this Sale. The prices speak for themselves.

WHITE MUSLIN AND VOILE BLOUSES.

Regular $1.65 each.	Sale Price	$1.35
Regular $1.85 each.	Sale Price	$1.49
Regular $2.00 each.	Sale Price	$1.60
Regular $2.25 each.	Sale Price	$1.80
Regular $2.40 each.	Sale Price	$2.00
Regular $2.50 each.	Sale Price	$2.05
Regular $2.75 each.	Sale Price	$2.30
Regular $3.00 each.	Sale Price	$2.50
Regular $3.25 each.	Sale Price	$2.69
Regular $3.30 each.	Sale Price	$2.74
Regular $3.50 each.	Sale Price	$2.90
Regular $3.60 each.	Sale Price	$2.98
Regular $4.00 each.	Sale Price	$3.40
Regular $4.75 each.	Sale Price	$3.98

LADIES' MIDDIE WAISTS.

Regular $1.85 each.	Sale Price	$1.49
Regular $3.00 each.	Sale Prcie	$2.50
Regular $3.50 each.	Sale Price	$2.90

MISSES' MIDDIE WAISTS.
(10 to 20 years.)

Regular $1.85 each.	Sale Price	$1.49
Regular $3.00 each.	Sale Price	$2.50

CHILDREN'S MIDDIE WAISTS.
(2 to 6 years.)

Regular 85c. each.	Sale Price	68c.
Regular 90c. each.	Sale Price	72c.

WHITE AND CREAM CREPE DE CHENE BLOUSES.

Regular $3.75 each.	Sale Price	$3.15
Regular $5.25 each.	Sale Price	$4.30
Regular $5.50 each.	Sale Price	$4.50
Regular $6.00 each.	Sale Price	$4.98
Regular $6.50 each.	Sale Price	$5.47
Regular $6.75 each.	Sale Price	$5.62
Regular $7.27 each.	Sale Price	$6.03

CREAM AND WHITE GEORGETTE CREPE BLOUSES.

Regular $ 6.50 each.	Sale Price	$ 5.47
Regular $ 6.65 each.	Sale Price	$ 5.59
Regular $ 6.75 each.	Sale Price	$ 5.62
Regular $ 8.50 each.	Sale Price	$ 7.13
Regular $ 9.00 each.	Sale Price	$ 7.49
Regular $10.25 each.	Sale Price	$ 8.63
Regular $15.50 each.	Sale Price	$12.98
Regular $ 2.50 each.	Sale Price	$ 2.05
Regular $ 2.75 each.	Sale Price	$ 2.30
Regular $ 3.00 each.	Sale Price	$ 2.50
Regular $3.25 each.	Sale Price	$ 2.69

WHITE SILK BLOUSES.

Regular $3.75 each.	Sale Price	$3.15
Regular $4.00 each.	Sale Price	$3.40
Regular $5.00 each.	Sale Price	$4.10
Regular $5.50 each.	Sale Price	$4.50
Regular $5.75 each.	Sale Price	$4.74

LADIES' COLLARS.
(In Muslin, Lace, Net Silk, Georgette and Crepe de Chene.)

Reg. 30c. each.	Sale Price	25c.
Reg. 40c. each.	Sale Price	34c.
Reg. 45c. each.	Sale Price	38c.
Reg. 50c. each.	Sale Price	42c.
Reg. 65c. each.	Sale Price	55c.
Reg. 75c. each.	Sale Price	63c.
Reg. 90c. each.	Sale Price	76c.
Reg. $1.20 each.	Sale Price	$1.00
Reg. $1.65 each.	Sale Price	$1.37

CAMBRIC HANDKERCHIEFS.
(Plain Hemstitched and Embroidered.)

Reg. 5c. each.	Sale Price	4c.
Reg. 6c. each.	Sale Price	5c.
Reg. 7c. each.	Sale Price	6c.
Reg. 8c. each.	Sale Price	7c.
Reg. 9c. each.	Sale Price	7c.
Reg. 10c. each.	Sale Price	8c.
Reg. 11c. each.	Sale Price	9c.
Reg. 30c. each.	Sale Price	25c.
Reg. 35c. each.	Sale Price	29c.
Reg. 40c. each.	Sale Price	34c.

BOXED HANDKERCHIEFS.

Reg. $2.00 box.	Sale Price	$1.65
Reg. $2.20 box.	Sale Price	$1.80
Reg. $2.25 box.	Sale Price	$2.07
Reg. $2.85 box.	Sale Price	$2.32

TEMPTING SHIRTING VALUES.

We have made preparations for brisk selling in this Department. Unusual values like the following are always a signal for heavy buying.

CIRCULAR PILLOW COTTON

40 inches wide.	Regular 65c. yard.	Sale Price	57c.
40 inches wide.	Regular 70c. yard.	Sale Price	60c.
46 inches wide.	Regular 75c. yard.	Sale Price	65c.

WHITE HOLLAND.

40 inches wide.	Regular 17c. yard.	Sale Price	15c.
32 inches wide.	Regular 18c. yard.	Sale Price	16c.
36 inches wide.	Regular 24c. yard.	Sale Price	21c.
32 inches wide.	Regular 27c. yard.	Sale Price	24c.
32 inches wide.	Regular 30c. yard.	Sale Price	26c.
36 inches wide.	Regular 35c. yard.	Sale Price	30c.

BUTCHER'S LINEN

40 inches wide.	Regular $1.15 yard.	Sale Price	$1.00
38 inches wide.	Regular $1.35 yard.	Sale Price	$1.15
40 inches wide.	Regular $1.50 yard.	Sale Price	$1.30
40 inches wide.	Regular $1.80 yard.	Sale Price	$1.60

HORROCKSES' WHITE SHIRTING.

32 inches wide.	Regular 50c. yard.	Sale Price	44c.
36 inches wide.	Regular 55c. yard.	Sale Price	48c.
36 inches wide.	Regular 60c. yard.	Sale Price	53c.
37 inches wide.	Regular 75c. yard.	Sale Price	65c.

ENGLISH WHITE SHEETING.

28 inches wide.	Regular 27c. yard.	Sale Price	24c.
28 inches wide.	Regular 30c. yard.	Sale Price	26c.
31 inches wide.	Regular 33c. yard.	Sale Price	29c.
30 inches wide.	Regular 42c. yard.	Sale Price	37c.
34 inches wide.	Regular 45c. yard.	Sale Price	40c.
31 inches wide.	Regular 48c. yard.	Sale Price	42c.
32 inches wide.	Regular 50c. yard.	Sale Price	44c.

LINEN DOWLAS

36 inches wide.	Regular 45c. yard.	Sale Price	40c.
36 inches wide.	Regular 50c. yard.	Sale Price	44c.

STRIPED PILLOW COTTON

36 inches wide.	Regular 45c. yard.	Sale Price	40c.
30 inches wide.	Regular 60c. yard.	Sale Price	53c.

FRONTING LINEN

32 inches wide.	Regular $1.40 yard.	Sale Price	$1.20

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 in this great Sale you save 15 to 20 per cent. on your children's clothes.

DRESSES
(To fit from 5 to 7 years.)

Reg. $1.75 ea.	Sale Price	$1.40
Reg. $1.85 ea.	Sale Price	$1.49
Reg. $2.20 ea.	Sale Price	$1.80
Reg. $2.50 ea.	Sale Price	$2.05
Reg. $2.75 ea.	Sale Price	$2.30
Reg. $3.00 ea.	Sale Price	$2.50
Reg. $3.25 ea.	Sale Price	$2.69
Reg. $3.60 ea.	Sale Price	$2.90
Reg. $3.75 ea.	Sale Price	$3.15
Reg. $4.25 ea.	Sale Price	$3.59
Reg. $4.50 ea.	Sale Price	$3.76
Reg. $5.25 ea.	Sale Price	$4.30
Reg. $6.50 ea.	Sale Price	$5.74

(To fit from 7 to 9 years.)

Reg. $2.50 ea.	Sale Price	$2.05
Reg. $3.00 ea.	Sale Price	$2.50
Reg. $3.25 ea.	Sale Price	$2.69
Reg. $3.50 ea.	Sale Price	$2.90
Reg. $3.60 ea.	Sale Price	$2.98
Reg. $3.75 ea.	Sale Price	$3.15
Reg. $4.00 ea.	Sale Price	$3.40
Reg. $4.50 ea.	Sale Price	$3.76
Reg. $5.85 ea.	Sale Price	$4.98

MISSES' MUSLIN and VOILE DRESSES.

Reg. $3.00 ea.	Sale Price	$2.50
Reg. $4.50 ea.	Sale Price	$3.75
Reg. $4.75 ea.	Sale Price	$3.98
Reg. $5.00 ea.	Sale Price	$4.10
Reg. $5.50 ea.	Sale Price	$4.50
Reg. $6.25 ea.	Sale Price	$5.22
Reg. $6.50 ea.	Sale Price	$5.74
Reg. $7.00 ea.	Sale Price	$5.78
Reg. $7.50 ea.	Sale Price	$6.27
Reg. $8.00 ea.	Sale Price	$6.75
Reg. $8.50 ea.	Sale Price	$7.13
Reg. $8.75 ea.	Sale Price	$7.38
Reg. $9.00 ea.	Sale Price	$7.49
Reg. $9.50 ea.	Sale Price	$7.98

MISSES' PIQUE DRESSES.

Reg. $2.75 ea.	Sale Price	$2.30
Reg. $3.25 ea.	Sale Price	$2.69
Reg. $4.50 ea.	Sale Price	$3.78
Reg. $5.25 ea.	Sale Price	$4.30
Reg. $5.75 ea.	Sale Price	$4.74
Reg. $6.00 ea.	Sale Price	$4.98
Reg. $6.50 ea.	Sale Price	$5.74
Reg. $7.75 ea.	Sale Price	$6.57

A Great Sale of Towelling.

(Crash and Union Lines.)

16 in. wide.	Reg. 17c. yard.	Sale Price	15c.
17 in. wide.	Reg. 18c. yard.	Sale Price	16c.
18 in. wide.	Reg. 20c. yard.	Sale Price	17c.
17 in. wide.	Reg. 22c. yard.	Sale Price	19c.
17 in. wide.	Reg. 25c. yard.	Sale Price	22c.
20 in. wide.	Reg. 25c. yard.	Sale Price	22c.
17 in. wide.	Reg. 28c. yard.	Sale Price	25c.
17 in. wide.	Reg. 30c. yard.	Sale Price	26c.
18 in. wide.	Reg. 35c. yard.	Sale Price	30c.

WHITE TURKISH TOWELLING.

17 in. wide.	Reg. 25c. yard.	Sale Price	22c.
17 in. wide.	Reg. 27c. yard.	Sale Price	24c.
17 in. wide.	Reg. 28c. yard.	Sale Price	25c.

BLAY TURKISH TOWELLING.

18 in. wide.	Reg. 28c. yard.	Sale Price	25c.

The Royal Stores Ltd.