

Mail
Orders
for these
Goods will
receive
Special
Attention.



January White Sale

Commencing January 17th, 1916.

At the **ROYAL STORES, Ltd.** St. John's Leading Bargain Store.
THE GREATEST JANUARY WHITE SALE IN OUR HISTORY.



Watch
the Papers
for
Specials
during
this Sale.

Wonderful Values in Jean & Pique Skirts, Blouses, etc.

WHITE JEAN SKIRTS.

Lengths 36, 38, 40 and 42
inches.
Reg. \$1.00 ea. Sale Price... 60c.
Reg. \$1.35 ea. Sale Price... 75c.
Reg. \$1.55 ea. Sale Price... \$1.10
Reg. \$2.25 ea. Sale Price... \$1.25
Reg. \$3.00 ea. Sale Price... \$1.25

WHITE PIQUE SKIRTS.

Lengths 36, 38, 40 and 42
inches. Sample lines.
Reg. \$1.40 ea. Sale Price... \$1.17
Reg. \$1.70 ea. Sale Price... \$1.40
Reg. \$2.50 ea. Sale Price... \$2.05
Reg. \$2.75 ea. Sale Price... \$1.75
Reg. \$3.00 ea. Sale Price... \$2.45
Reg. \$3.25 ea. Sale Price... \$2.00

CREAM CHILDREN'S KILTS.

Cream Serge, sizes 20, 22, 24
and 26 inches.
Reg. 65c. each. Sale Price... 52c.
Reg. 75c. each. Sale Price... 60c.

PIQUE DRESSES.

Reg. \$1.75 ea. Sale Price... \$1.40
Reg. \$2.50 ea. Sale Price... \$2.05
Reg. \$2.95 ea. Sale Price... \$2.50
Reg. \$3.75 ea. Sale Price... \$3.15

BLOUSES and SHIRTWAISTS.

In materials of Voile, Muslin,
Ratone, Percale, Lawn, &c.
Reg. 65c. ea. Sale Price... 52c.
Reg. 75c. ea. Sale Price... 60c.
Reg. 85c. ea. Sale Price... 68c.
Reg. \$1.10 ea. Sale Price... 88c.
Reg. \$1.50 ea. Sale Price... \$1.20
Reg. \$1.95 ea. Sale Price... \$1.56
Reg. \$2.50 ea. Sale Price... \$2.05
Reg. \$3.00 ea. Sale Price... \$2.50
Reg. \$4.25 ea. Sale Price... \$3.59

SILK & NET BLOUSES.

Reg. \$1.60 ea. Sale Price... \$1.28
Reg. \$1.75 ea. Sale Price... \$1.40
Reg. \$2.00 ea. Sale Price... \$1.56
Reg. \$2.75 ea. Sale Price... \$2.05
Reg. \$3.25 ea. Sale Price... \$2.53
Reg. \$3.75 ea. Sale Price... \$2.75

LADIES' WHITE CHALLIE BLOUSES.

Reg. \$1.25 ea. Sale Price... \$1.00
Reg. \$1.85 ea. Sale Price... \$1.50

CREAM SERGE SKIRTS.

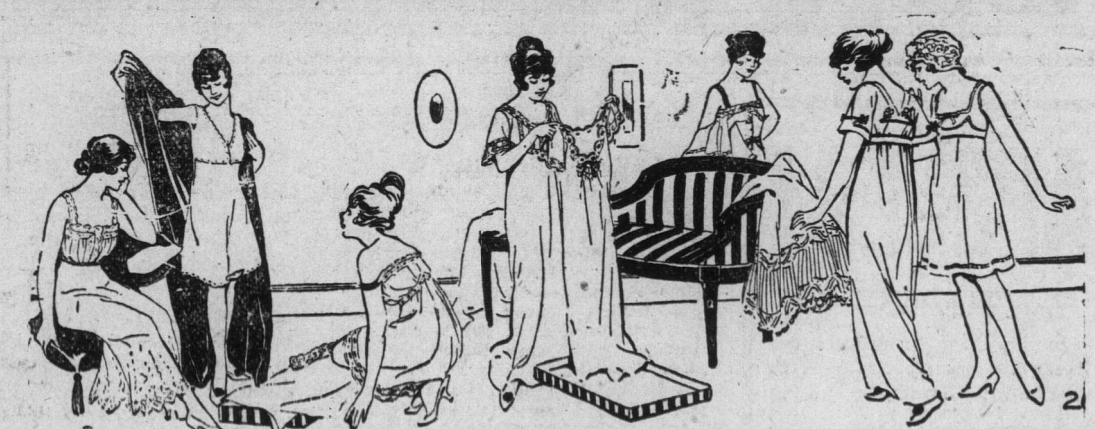
Reg. \$2.90 ea. Sale Price... \$1.75
Reg. \$3.50 ea. Sale Price... \$2.00

**THE SALE will embrace—EVERYTHING WHITE—Under-
muslins, Laces, Muslins, Lawns, Curtainings, Sheets, Sheet-
ings, Pillow Cotton, Blankets, Shirtings, Table Linens,
Towels, etc., etc.**

**We prepared for this event months ago—before the
prices were advanced. At the present market prices these
Goods would cost you a great deal more. To those who
care to save this sale means more than it has for years.**

Now is the time to lay in Your Stock of White Goods

Beautiful Whitewear Garments



Every garment of flawless quality, whether in Muslin, Cambric or Nainsook. Stitching as exacting as
the most particular woman demands, as shapely as the highest skill can pattern.

MISSIES' PRINCESS UNDERSKIRTS.

In fine White Lawn, daintily
trimmed with Embroidery, Lace
and Ribbons; length 42 and 45
inches.
Reg. \$1.75 each. Sale Price... \$1.40
Reg. \$1.80 each. Sale Price... \$1.45

LADIES' WHITE LAWN UNDERSKIRTS.

Trimmed in various pretty
styles, with Lace, Embroidery and
Ribbon Beading.
Reg. \$1.50 each. Sale Price... \$1.20
Reg. \$2.20 each. Sale Price... \$1.75
Reg. \$2.50 each. Sale Price... \$2.05
Reg. \$3.25 each. Sale Price... \$2.69
Reg. \$3.50 each. Sale Price... \$2.90

CAMBRIC CAMISOLES.

Lace and Ribbon trimmed.
Reg. 90c. each. Sale Price... 40c.
Reg. 65c. each. Sale Price... 52c.
Reg. 80c. each. Sale Price... 64c.
Reg. 95c. each. Sale Price... 76c.
Reg. \$1.20 each. Sale Price... 96c.
Reg. \$1.40 each. Sale Price... \$1.12
Reg. \$1.50 each. Sale Price... \$1.20

CAMBRIC CHEMISES.

Lace trimmed, &c.
Reg. 70c. each. Sale Price... 56c.
Reg. 95c. each. Sale Price... 76c.
Reg. \$1.30 each. Sale Price... \$1.04
Reg. \$1.50 each. Sale Price... \$1.20

LADIES' CAMBRIC NIGHTDRESSES.

Reg. 95c. each. Sale Price... 76c.
Reg. \$1.25 each. Sale Price... \$1.00
Reg. \$1.45 each. Sale Price... \$1.16
Reg. \$1.80 each. Sale Price... \$1.45
Reg. \$2.25 each. Sale Price... \$1.90
Reg. \$2.50 each. Sale Price... \$2.05
Reg. \$3.25 each. Sale Price... \$2.69
Reg. \$3.75 each. Sale Price... \$3.29
Reg. \$4.50 each. Sale Price... \$3.78

LADIES' CAMBRIC KNICKERS.

Lace trimmed.
Reg. \$1.20 pair. Sale Price... 96c.

GIRLS' LAWN NIGHTDRESSES.

In all sizes, lace and embroi-
dery trimmed.
Reg. 90c. each. Sale Price... 72c.
Reg. \$1.25 each. Sale Price... \$1.00
Reg. \$1.35 each. Sale Price... \$1.08
Reg. \$1.45 pair. Sale Price... \$1.16

WHITE FLETTE NIGHTDRESSES.

Trimmed with Swiss Embroi-
dery on collar and fronts.
Reg. 80c. each. Sale Price... 64c.
Reg. 95c. each. Sale Price... 76c.
Reg. \$1.20 each. Sale Price... \$1.00
Reg. \$1.45 each. Sale Price... \$1.16
Reg. \$3.75 each. Sale Price... \$3.15

WHITE FLETTE KNICKERS.

Reg. 45c. pair. Sale Price... 38c.
Reg. \$1.00 pair. Sale Price... 85c.
Reg. \$1.10 pair. Sale Price... 95c.

LADIES' FLETTE UNDERSKIRTS.

Cream, Swiss Embroidered
Flounces, White Cotton Hipper
Bands.
Reg. 65c. each. Sale Price... 52c.
Reg. 75c. each. Sale Price... 60c.
Reg. \$1.00 each. Sale Price... 80c.

CREAM WINCEYETTE NIGHTDRESSES.

High grade goods, well made.
Reg. \$2.50 each. Sale Price... \$2.05
Reg. \$3.25 each. Sale Price... \$2.69

WINCEYETTE KNICKERS.

Reg. 70c. pair. Sale Price... 56c.

INFANTS' SHORT SLIPS.

White Lawn.
Reg. 40c. each. Sale Price... 34c.
Reg. 50c. each. Sale Price... 40c.
Reg. 60c. each. Sale Price... 48c.
Reg. 70c. each. Sale Price... 56c.
Reg. 90c. each. Sale Price... 72c.

INFANTS' LONG SLIPS.

White Lawn.
Reg. 40c. each. Sale Price... 34c.
Reg. 50c. each. Sale Price... 40c.
Reg. 60c. each. Sale Price... 48c.
Reg. 70c. each. Sale Price... 56c.
Reg. 90c. each. Sale Price... 72c.

JANUARY CLEARANCE SALE.

In conjunction with the White Sale we offer a splendid lot of Bargains in odd lines of goods that have been
marked for speedy clearance. Note the values offered here. To enumerate all the bargains would take more
space than we can command.

20c. Vitrage Nets

Selling at, per yd. 10c
Over 150 yards in all, Coffee Col-
ored Lace, suitable for Sash Cur-
tains; 29 inches wide.

35c. Silver Faced 20c

Bar Pins selling for 20c
Beautiful Silver Bar Pins, with
pearls and Colored Stones inset;
assorted.

280 Velvet Pile

Rugs selling for 245
Size 28 x 56, beautiful floral pat-
terns in assorted rich colorings.

70c. Door Mats sell-

ing for 58c
Size 12 x 29, some with fringed
edges, others plain hemmed.

3.00 Ladies' Boots

and Shoes for 1.45
Odd and discontinued lines in
Black and Tan Leathers of all
kinds. Styles and sizes are varied.

1.50 Misses' Shoes

Selling for 90c
Black and Tan Oxfords, Strap
and Button Shoes; sizes from 11
to 2.

1.50 Child's Shoes

Selling for 85c
Various styles and makes. We
don't guarantee to have all sizes,
but they range from 6 to 10.

75c. Silk Braids and

Oriental Trim-
mings for, per yd. 30c
Assorted colors and widths.
Pretty Braids for dress trimming;
about 50 yards in all.

95c. Allover Nets &

Laces for per yd. 55c
Shadow Lace and Embroidered
Spot effects in various colors.

30c. Shell Barret-

tes Selling for 10c
Light and dark colored Hair
Barrettes in a variety of pretty
styles.

Sheetings, Sheets, Pillow Cases.

WHITE SHEETINGS.

Plain.
68 in. Reg. 30c. yd. S. Price... 26c.
68 in. Reg. 35c. yd. S. Price... 30c.
70 in. Reg. 40c. yd. S. Price... 35c.
70 in. Reg. 45c. yd. S. Price... 40c.
90 in. Reg. 65c. yd. S. Price... 57c.

WHITE SHEETS.

Twilled.
68 in. Reg. 30c. yd. S. Price... 26c.
68 in. Reg. 35c. yd. S. Price... 30c.
70 in. Reg. 40c. yd. S. Price... 35c.
70 in. Reg. 45c. yd. S. Price... 40c.
90 in. Reg. 65c. yd. S. Price... 57c.

CIRCULAR PILLOW COTTONS.

40 in. Reg. 20c. yd. S. Price... 17c.
40 in. Reg. 25c. yd. S. Price... 22c.
42 in. Reg. 25c. yd. S. Price... 22c.
42 in. Reg. 30c. yd. S. Price... 26c.
42 in. Reg. 40c. yd. S. Price... 35c.

CIRCULAR PILLOW COTTON.

Job line, 46 ins.
wide, per yard... 19c

WHITE SHIRTINGS.

30 to 36 inches wide.
Reg. 90c. yd. Sale Price... 8c.
Reg. 10c. yd. Sale Price... 83c.
Reg. 15c. yd. Sale Price... 115c.
Reg. 20c. yd. Sale Price... 13c.
Reg. 25c. yd. Sale Price... 16c.
Reg. 30c. yd. Sale Price... 19c.

WHITE SHIRTINGS.

30 to 36 inches wide.
Reg. 90c. yd. Sale Price... 8c.
Reg. 10c. yd. Sale Price... 83c.
Reg. 15c. yd. Sale Price... 115c.
Reg. 20c. yd. Sale Price... 13c.
Reg. 25c. yd. Sale Price... 16c.
Reg. 30c. yd. Sale Price... 19c.

CIRCULAR PILLOW COTTON.

Job line, 46 ins.
wide, per yard... 19c

Fancy Linens: Don't miss these.

TEA CLOTHS.

White Linen and Lawn Cloths,
finished in popular styles—
Hemstitched, Embroidered, Tam-
med; assorted designs and sizes.
Reg. 45c. ea. Sale Price... 36c.
Reg. 70c. ea. Sale Price... 56c.
Reg. \$1.00 ea. Sale Price... 80c.
Reg. \$1.35 ea. Sale Price... \$1.08
Reg. \$1.85 ea. Sale Price... \$1.50

TABLE CENTRES.

Tamboured, Hemstitched, Em-
broided and Lace trimmed
styles; various sizes.
Reg. 35c. ea. Sale Price... 30c.
Reg. 45c. ea. Sale Price... 36c.
Reg. 55c. ea. Sale Price... 44c.
Reg. \$1.00 ea. Sale Price... 80c.
Reg. \$1.25 ea. Sale Price... \$1.00

TRAY CLOTHS.

Hemstitched and Embroidered,
Lace trimmed, &c.
Reg. 25c. each. Sale Price... 21c.
Reg. 50c. each. Sale Price... 40c.
Reg. 80c. each. Sale Price... 64c.

SIDEBORD CLOTHS

Battenburg and Torchon Lace
trimmed, Tamboured, Embroi-
dered and Hemstitched.
Reg. 75c. ea. Sale Price... 44c.
Reg. 80c. ea. Sale Price... 44c.
Reg. \$1.00 ea. Sale Price... 80c.

DUCHESSE SETS.

Battenburg nad Torchon Lace
trimmed, Hemstitched and Em-
broided.
Reg. 40c. ea. Sale Price... 34c.
Reg. 50c. ea. Sale Price... 40c.
Reg. \$1.10 ea. Sale Price... 88c.
Reg. \$1.35 ea. Sale Price... \$1.08

CAKE D'OYLES.

Damask Fringed.
Reg. 8c. each. Sale Price... 7c.
Reg. 17c. each. Sale Price... 15c.
Teneriffe.
Reg. 5c. each. Sale Price... 4c.
Crocchet Lace.
Reg. 25c. each. Sale Price... 20c.
Battenburg.
Reg. 7c. each. Sale Price... 6c.
Reg. 10c. each. Sale Price... 8c.

MEXICAN LACE TABLE COVERS.

Round and Square styles.
Reg. 70c. ea. Sale Price... 56c.
Reg. 80c. ea. Sale Price... 64c.
Reg. \$1.50 ea. Sale Price... \$1.20

TOILET COVERS.

White Honeycombed.
Reg. 20c. each. Sale Price... 16c.
Reg. 25c. each. Sale Price... 20c.
Reg. 30c. each. Sale Price... 24c.
Reg. 50c. each. Sale Price... 40c.

WASHSTAND SETS.

Lace trimmed, 4 pieces in each
set.
Reg. 25c. each. Sale Price... 20c.
Reg. 35c. each. Sale Price... 29c.
Reg. 40c. each. Sale Price... 34c.

CUSHION COVERS.

Cream Lustre.
Reg. 60c. each. Sale Price... 48c.
Fringed White Lawn; assorted
sizes.
Reg. 35c. each. Sale Price... 29c.
Reg. 55c. each. Sale Price... 44c.
Reg. 75c. each. Sale Price... 60c.

Child's Bearskin Bonnets

All pretty styles, trimmed with Cream Soft Silk Ribbon.
Reg. 70c. each. Sale Price... 56c.
Reg. \$1.00 each. Sale Price... 80c.
Reg. \$1.20 each. Sale Price... 96c.
Reg. \$1.50 each. Sale Price... \$1.20
Reg. \$1.85 each. Sale Price... \$1.50
Reg. \$2.50 each. Sale Price... \$2.05

The Royal Stores Ltd.

New Embroidery Lace.

This is your opportunity to reap the benefit of the savings on
Swiss Embroideries, Edgings, Insertions, &c.

CAMISOLE EMBROIDERY.

Lawn and Cambric, 18 inches
wide.
Reg. 30c. yd. Sale Price... 25c.
Reg. 40c. yd. Sale Price... 34c.
Reg. 60c. yd. Sale Price... 50c.
Reg. 70c. yd. Sale Price... 59c.
Reg. 80c. yd. Sale Price... 67c.
Reg. 95c. yd. Sale Price... 78c.
Reg. \$1.00 yd. Sale Price... 85c.
Reg. \$1.10 yd. Sale Price... 93c.
Reg. \$1.40 yd. Sale Price... \$1.17
Reg. \$1.70 yd. Sale Price... \$1.40

INSERTIONS.

All widths.
Prices from 4c. to 25c. yd.
**FLOUNCING
EMBROIDERY.**
Lawn and Cambric, 18 in. to
36 in. wide.
Reg. 18c. yd. Sale Price... 15c.
Reg. 30c. yd. Sale Price... 25c.
Reg. 80c. yd. Sale Price... 67c.

IVORY SHADOW LACE FLOUNCING.

18 inches wide.
Reg. \$1.85 yd. Sale Price... \$1.53
Reg. \$2.75 yd. Sale Price... \$2.25

VALENCIENNES LACE.

Edgings from 4c. to 14c. yd.
Beading from 5c. to 10c. yd.
Reg. 65c. yd. Sale Price... 55c.
Reg. 75c. yd. Sale Price... 63c.
Reg. 80c. yd. Sale Price... 67c.
Reg. \$1.20 yd. Sale Price... \$1.00

SWISS EMBROIDERY EDGINGS.

All widths.
Prices from 3c. to 20c. yd.

BUNGALOW NETS.

White.
Reg. 37c. yard. Sale Price... 32c.

VALANCE NETS.

Reg. 15c. yard. Sale Price... 13c.

SILK INSERTION.

Assorted widths & patterns.
Prices from 12c. to 50c. yd.

Great Curtain Opportunity

LACE CURTAINS.

Cream and White Nottingham
Lace Curtains in a host of pre-
ty designs; sizes from 2 1/2 yards
to 4 yards long.
Reg. 55c. pr. Sale Price... 44c.
Reg. 70c. pr. Sale Price... 60c.
Reg. 80c. pr. Sale Price... 64c.
Reg. \$1.00 pr. Sale Price... 80c.
Reg. \$1.85 pr. Sale Price... \$1.50
Reg. \$2.20 pr. Sale Price... \$1.75
Reg. \$2.80 pr. Sale Price... \$2.15
Reg. \$2.75 pr. Sale Price... \$2.30
Reg. \$3.75 pr. Sale Price... \$3.15
Reg. \$4.25 pr. Sale Price... \$3.59
Reg. \$4.75 pr. Sale Price... \$3.98
Reg. \$5c. pr. Sale Price... \$4.17
Reg. \$9.00 pr. Sale Price... \$7.49

MADRAS MUSLINS.

White Cream and Ecru, fringed,
plain edge and tasselled.
Reg. 35c. yard. Sale Price... 30c.
Reg. 40c. yard. Sale Price... 35c.
Reg. 50c. yard. Sale Price... 44c.
Reg. 65c. yard. Sale Price... 57c.

WHITE MUSLINS.

Plain, Frilled, Dotted and
Floral designs.
Reg. 20c. yard. Sale Price... 17c.
Reg. 25c. yard. Sale Price... 21c.
Reg. 35c. yard. Sale Price... 30c.
Reg. 40c. yard. Sale Price... 35c.

BRIS BIS MUSLINS AND NETS.

White and Cream Flounced.
Reg. 15c. yd. Sale Price... 11 1/2c.
Reg. 14c. yd. Sale Price... 12 1/2c.
Reg. 20c. yd. Sale Price... 17c.
Reg. 25c. yd. Sale Price... 21c.
Reg. 35c. yd. Sale Price... 30c.

CURTAIN NETS.

White, Cream and Ecru; as-
sorted patterns and widths.
Reg. 8c. yd. Sale Price... 8c.
Reg. 10c. yd. Sale Price... 8 1/2c.
Reg. 12c. yd. Sale Price... 10 1/2c.
Reg. 15c. yd. Sale Price... 12 1/2c.
Reg. 20c. yd. Sale Price... 17c.
Reg. 30c. yd. Sale Price... 26c.
Reg. 65c. yd. Sale Price... 57c.

Now is Your time to buy Blankets!



cheapest now
at this Store.

We are selling Blankets for
less than we could duplicate our
orders at the mills. The price
of wool has advanced consider-
ably since these were bought,
and it will be some time before
it will come down to normal.