

BRILLIANT ASSEMBLAGE

OF WHITE MERCHANDISE

AT THE ROYAL STORES

Great January White Sale.

A refreshing vista of White will greet you the moment you enter this 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 selections.

Thousands of Dollars worth of Whitewear

Marked down for our January White Sale

Ladies' Underwear in Lawns, Muslins, Nainsook and Flette. These goods are quite new. Their freshness is evident. Examine them closely. You will find no dinginess or soiled creases. The shapes, sizes and workmanship are excellent in every respect. The one unchallenged fact that we want you to comprehend is that our prices (quality considered) are invariably much lower than elsewhere. A look at the goods will convince you.

CAMBRIC NIGHTDRESSES.

White Cambric Nightdresses elaborately trimmed with Lace, Embroidery and Ribbon, high and low neck, long and short sleeves.

Regular 65c. garment.	Sale Price	52c.
Regular 80c. garment.	Sale Price	64c.
Regular 90c. garment.	Sale Price	72c.
Regular 1.10 garment.	Sale Price	88c.
Regular 1.25 garment.	Sale Price	1.00
Regular 1.55 garment.	Sale Price	1.17
Regular 2.00 garment.	Sale Price	1.50
Regular 2.50 garment.	Sale Price	2.05
Regular 3.00 garment.	Sale Price	2.45
Regular 3.50 garment.	Sale Price	2.85
Regular 4.00 garment.	Sale Price	3.25

CAMBRIC CAMISOLES.

White Lawn and Cambric, daintily trimmed with Lace, Ribbon, etc.

Regular 35c. garment.	Sale Price	30c.
Regular 45c. garment.	Sale Price	38c.
Regular 55c. garment.	Sale Price	46c.
Regular 70c. garment.	Sale Price	58c.
Regular 85c. garment.	Sale Price	70c.
Regular 1.10 garment.	Sale Price	88c.
Regular 1.25 garment.	Sale Price	1.00
Regular 1.55 garment.	Sale Price	1.17
Regular 2.00 garment.	Sale Price	1.50
Regular 2.50 garment.	Sale Price	2.05

CAMISOLES FOR EVENING WEAR.

Regular 75c. garment.	Sale Price	60c.
Regular 1.00 garment.	Sale Price	80c.
Regular 1.25 garment.	Sale Price	1.00
Regular 1.55 garment.	Sale Price	1.17
Regular 2.00 garment.	Sale Price	1.50
Regular 2.50 garment.	Sale Price	2.05

LADIES' KNICKERS.

In Lawn, Cambric and Muslin, open, closed and Tango styles, all sizes, Lace and Embroidery trimmed.

Regular 65c. garment.	Sale Price	52c.
Regular 80c. garment.	Sale Price	64c.
Regular 1.00 garment.	Sale Price	80c.
Regular 1.25 garment.	Sale Price	1.00
Regular 1.55 garment.	Sale Price	1.17
Regular 2.00 garment.	Sale Price	1.50



PRINCESS UNDERSKIRTS.

In White Cotton, Lawn and Cambric, in sizes to fit ladies', Misses, and Children, Lace and Embroidery trimmed.

Regular 90c. garment.	Sale Price	72c.
Regular 1.20 garment.	Sale Price	96c.
Regular 1.60 garment.	Sale Price	1.28
Regular 1.80 garment.	Sale Price	1.44
Regular 2.00 garment.	Sale Price	1.60
Regular 2.50 garment.	Sale Price	2.00
Regular 3.00 garment.	Sale Price	2.40
Regular 3.50 garment.	Sale Price	2.80
Regular 4.00 garment.	Sale Price	3.20

LADIES' WHITE UNDERSKIRTS.

Regular 75c. garment.	Sale Price	60c.
Regular 1.25 garment.	Sale Price	1.00
Regular 1.50 garment.	Sale Price	1.20
Regular 1.60 garment.	Sale Price	1.28
Regular 2.25 garment.	Sale Price	1.80
Regular 2.80 garment.	Sale Price	2.24

WHITE FLETTE CHEMISES.

Regular 55c. garment.	Sale Price	44c.
Regular 80c. garment.	Sale Price	64c.
Regular 1.25 garment.	Sale Price	1.00
Regular 1.30 garment.	Sale Price	1.04

WHITE FLETTE NIGHTDRESSES.

Regular 80c. garment.	Sale Price	64c.
Regular 95c. garment.	Sale Price	76c.
Regular 1.25 garment.	Sale Price	1.00

WINCEYETTE FLETTE NIGHTDRESSES.

Regular 1.75 garment.	Sale Price	1.40
Regular 1.95 garment.	Sale Price	1.56
Regular 2.00 garment.	Sale Price	1.60

LADIES' BLOUSES.

White Lawn, various pretty new models.	Sale Price	38c.
Regular 45c. garment.	Sale Price	32c.
Regular 65c. garment.	Sale Price	52c.
Regular 75c. garment.	Sale Price	60c.
Regular 1.10 garment.	Sale Price	88c.
Regular 2.00 garment.	Sale Price	1.60

Unmatchable Values in Fancy Linens.

There are buying opportunities here that the average man or woman cannot resist. Don't fail to come as early as possible for your share.

TRAY CLOTHS.

Linens, trimmed with Embroidery, Lace Insertion and hemstitched, assorted sizes.	Sale Price	38c.
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. 1.00 ea. Sale Price	80c.	
Reg. 1.30 ea. Sale Price	1.04	
Reg. 1.85 ea. Sale Price	1.48	

TABLE CENTRES.

Various pretty Designs in White Linen, Lace and Embroidery trimmed.

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

SIDEBOARD COVERS.

Tambored, Lawn, Linen, etc., Lace trimmed.	Sale Price	38c.
Reg. 45c. ea. Sale Price	38c.	

TEA CLOTHS.

Assorted sizes, White Linen and Cotton, Lace trimmed.	Sale Price	34c.
Reg. 40c. ea. Sale Price	34c.	
Reg. 45c. ea. Sale Price	36c.	
Reg. 50c. ea. Sale Price	40c.	
Reg. 60c. ea. Sale Price	48c.	
Reg. 80c. ea. Sale Price	64c.	
Reg. 95c. ea. Sale Price	76c.	
Reg. 1.10 ea. Sale Price	88c.	

DUCHESSE SETS.

4 pieces in each set. In various materials and styles.	Sale Price	44c.
Reg. 40c. set. S. Price	44c.	
Reg. 50c. set. S. Price	48c.	
Reg. 60c. set. S. Price	52c.	
Reg. 85c. set. S. Price	68c.	
Reg. 1.10 set. S. Price	88c.	
Reg. 1.25 set. S. Price	1.00	
Reg. 1.60 set. S. Price	1.28	
Reg. 2.00 set. S. Price	1.60	

CUSHION COVERS.

In White Lawn, daintily Embroidered, Frilled and Hemstitched.	Sale Price	44c.
Reg. 55c. each. Sale Price	44c.	
Reg. 60c. each. Sale Price	48c.	
Reg. 75c. each. Sale Price	60c.	

Nottingham Lace Curtains

You will remember this January White Sale for no other reason than our splendid offerings in White and Lace Curtains. Many new and attractive designs bought for this Sale.

Size 28 x 90. Reg. 55c. pair. Sale Price	55c.	
Size 40 x 90. Reg. 65c. pair. Sale Price	65c.	
Size 40 x 90. Reg. 75c. pair. Sale Price	75c.	
Size 60 x 108. Reg. 90c. pair. Sale Price	90c.	
Size 60 x 108. Reg. 1.00 pair. Sale Price	1.00	
Size 60 x 108. Reg. 1.20 pair. Sale Price	1.20	
Size 60 x 108. Reg. 1.40 pair. Sale Price	1.40	
Size 62 x 108. Reg. 1.65 pair. Sale Price	1.65	

NET & SILK LACE INSERTIONS.

ALL REDUCED IN PRICE.

VALENCIENNES and TORCHON LACES, INSERTIONS, EDGINGS, &c., AT BARGAIN PRICES.

ALL-OVER EMBROIDERY.

17 in. to 23 in. wide. Open, Eyelet and Solid designs.

Reg. 30c. yard. Sale Price	25c.	
Reg. 40c. yard. Sale Price	31c.	
Reg. 75c. yard. Sale Price	60c.	
Reg. 1.00 yard. Sale Price	85c.	

SASH MUSLINS

A clearing line of Plain White Sash Muslins. These goods are slightly soiled from being used in window displays, otherwise they are perfect. They come in single widths, fluted frills, about 30 inches wide. Regular price 30c. yard. Our Special Clearing Price is

12c

WHITE DRESS GOODS.

CREAM SILK VOILES.	
Regular 55c. yard. Sale Price	47c.
Regular 1.00 yard. Sale Price	88c.
CREAM POPLINS.	
Regular 75c. yard. Sale Price	64c.
CREAM CREPE DE CHENE.	
Regular 70c. yard. Sale Price	60c.
CREAM NUN'S VEILING.	
Regular 55c. yard. Sale Price	47c.
LAURUNG SILK.	
Regular 1.20 yrd. Sale Price	1.00
SILK AND WOOL TAFFETA.	
Regular 65c. yard. Sale Price	56c.
Regular 75c. yard. Sale Price	64c.
CREPE DE LUXE.	
Regular 1.50 yard. Sale Price	1.25
Regular 1.65 yard. Sale Price	1.50
CREAM LUSTRE.	
Regular 65c. yard. Sale Price	56c.
Regular 1.00 yard. Sale Price	85c.
CREAM CORDUROY.	
Regular 1.10 yard. Sale Price	91c.
CREAM CASHMERE.	
Regular 45c. yard. Sale Price	39c.
Regular 70c. yard. Sale Price	60c.
CREAM EOLIENNE.	
Regular 65c. yard. Sale Price	56c.
Regular 1.65 yard. Sale Price	1.40
CREAM SHANTUNG.	
Regular 1.00 yard. Sale Price	85c.

Great Sale of Swiss Embroideries

We urge you to take immediate advantage of these offerings. All Swiss goods have advanced in price since the war started. These goods were bought before the advance in price. Over 5,000 yards Lawn and Cambric Insertions, Edgings, Beadings and Flourcings.

FLOURCING EMBROIDERIES.

1 1/2 in. to 17 inches wide. A large variety of attractive designs.

Reg. 50c. yard. Sale Price	42c.
Reg. 55c. yard. Sale Price	46c.

CAMISOLE EMBROIDERIES.

16 to 18 inches wide, assorted patterns.

Reg. 25c. yard. Sale Price	20c.
Reg. 50c. yard. Sale Price	45c.
Reg. 80c. yard. Sale Price	67c.
Reg. 95c. yard. Sale Price	83c.
Reg. 1.70 yard. Sale Price	1.40

FLOURCING LACE.

In Shadow Silk and Oriental Bead; assorted widths.

Reg. 40c. yard. Sale Price	34c.
Reg. 60c. yard. Sale Price	50c.
Reg. 85c. yard. Sale Price	72c.
Reg. 1.00 yard. Sale Price	85c.
Reg. 1.25 yard. Sale Price	1.03
Reg. 1.85 yard. Sale Price	1.53
Reg. 2.50 yard. Sale Price	2.07

CASH'S FRILLINGS.

ALL WIDTHS.

6c. to 20c. per yard.

LAWN & CAMBRIC.

Embroidery, Insertions and Beadings, 1/2 inch to 4 inches wide, assorted.

ALL REDUCED IN PRICE.

Mail Orders Promptly Attended to.

A Carnival of Economics in Household Needs

When in point of quality, price and variety has never been equalled in this or any other store.

WHITE SHEETINGS.

(Plain and Twilled.)

63 ins. wide. Reg. 25c. yard. Sale Price	22c.
63 ins. wide. Reg. 30c. yard. Sale Price	26c.
63 ins. wide. Reg. 35c. yard. Sale Price	30c.
63 ins. wide. Reg. 45c. yard. Sale Price	40c.
60 ins. wide. Reg. 60c. yard. Sale Price	53c.
80 ins. wide. Reg. 70c. yard. Sale Price	60c.

LINEN SHEETINGS.

80 ins. wide. Reg. 1.25 yard. Sale Price	1.10
80 ins. wide. Reg. 1.50 yard. Sale Price	1.42

CIRCULAR PILLOW COTTON.

46 ins. wide. Reg. 22c. yard. Sale Price	19c.
44 ins. wide. Reg. 35c. yard. Sale Price	30c.
44 ins. wide. Reg. 40c. yard. Sale Price	35c.

WHITE SHEETS.

(Plain and Twilled.)

Size 68 x 70. Reg. 1.40 pair. Sale Price	1.20
Size 68 x 80. Reg. 1.75 pair. Sale Price	1.47
Size 72 x 90. Reg. 2.40 pair. Sale Price	2.05
Size 72 x 90. Reg. 2.65 pair. Sale Price	2.25
Size 81 x 99. Reg. 3.20 pair. Sale Price	2.70
Size 81 x 99. Reg. 3.40 pair. Sale Price	3.05
Size 81 x 99. Reg. 4.50 pair. Sale Price	3.75

DAMASK TABLE LINENS.

Size 2 x 2 1/2. Reg. 1.00 each. Sale Price	85c.
Size 2 x 2 1/2. Reg. 1.25 each. Sale Price	1.05
Size 2 x 2 1/2. Reg. 1.65 each. Sale Price	1.40
Size 2 x 2 1/2. Reg. 1.80 each. Sale Price	1.55
Size 2 x 2 1/2. Reg. 2.00 each. Sale Price	1.65
Size 2 x 2 1/2. Reg. 2.60 each. Sale Price	2.20
Size 2 x 3. Reg. 3.25 each. Sale Price	2.75
Size 2 x 3. Reg. 4.75 each. Sale Price	4.00
Size 2 x 3. Reg. 5.35 each. Sale Price	4.50
Size 2 x 3. Reg. 7.00 each. Sale Price	5.90

TABLE CLOTHS.

Size 2 x 2 1/2. Reg. 1.00 each. Sale Price	85c.
Size 2 x 2 1/2. Reg. 1.25 each. Sale Price	1.05
Size 2 x 2 1/2. Reg. 1.65 each. Sale Price	1.40
Size 2 x 2 1/2. Reg. 1.80 each. Sale Price	1.55
Size 2 x 2 1/2. Reg. 2.00 each. Sale Price	1.65
Size 2 x 2 1/2. Reg. 2.60 each. Sale Price	2.20
Size 2 x 3. Reg. 3.25 each. Sale Price	2.75
Size 2 x 3. Reg. 4.75 each. Sale Price	4.00
Size 2 x 3. Reg. 5.35 each. Sale Price	4.50
Size 2 x 3. Reg. 7.00 each. Sale Price	5.90

By the yard, Day and White. A beautiful assortment of designs.

58 ins. wide. Reg. 30c. yard. Sale Price	26c.
60 ins. wide. Reg. 35c. yard. Sale Price	30c.
60 ins. wide. Reg. 40c. yard. Sale Price	35c.
60 ins. wide. Reg. 50c. yard. Sale Price	44c.
63 ins. wide. Reg. 60c. yard. Sale Price	53c.
70 ins. wide. Reg. 75c. yard. Sale Price	65c.
72 ins. wide. Reg. 1.00 yard. Sale Price	88c.

WHITE QUILTS.

Honeycomb, Marcella, Grecian and other popular makes.

Sizes 8-4. Reg. 60c. each. Sale Price	50c.
Sizes 8-4. Reg. 1.00 each. Sale Price	85c.
Sizes 8-4. Reg. 1.50 each. Sale Price	1.25
Sizes 8-4. Reg. 1.75 each. Sale Price	1.47
Sizes 8-4. Reg. 2.00 each. Sale Price	1.68
Sizes 9-4. Reg. 2.50 each. Sale Price	2.10
Sizes 9-4. Reg. 3.25 each. Sale Price	2.75
Sizes 10-4. Reg. 3.75 each. Sale Price	3.15
Sizes 10-4. Reg. 4.00 each. Sale Price	3.35

TOILET COVERS.

In various makes; Marcella, Honeycomb, Satin, &c.	Sale Price	17c.
Reg. 20c. each. Sale Price	17c.	
Reg. 30c. each. Sale Price	25c.	
Reg. 40c. each. Sale Price	35c.	
Reg. 55c. each. Sale Price	47c.	

The Royal Stores Ltd.

Have You an Itchy Spot?