

TO-DAY'S Messages.

11.00 A.M.

DA'S GREAT MUNITIONING WORK.

TORONTO, To-day.
An address before the Women's Imperial Club, yesterday, K. W. L. Chairman of the Imperial Munitions Board, again strongly emphasized the importance to the cause of Allies of prompt delivery of munitions from Canada. He also paid a tribute to the efficiency of the women munition workers. He also urged that woman who had been brought to the land should return to it in order to increase the food supply. The increased expenditures, he said, amounted to two hundred million dollars. Operations had been carried on in 600 factories and located in every province, with the exception of Prince Edward Island. 400,000 men and women were employed in these factories. We are at present constructing national munitions for the manufacture of various munitions. One commenced a few weeks ago will cost two million, hundred and fifty thousand dollars. Another we hope to complete in a few days using 900 men. The building cost about two million dollars. Another which we decided to erect a few days ago will be completed by mid-winter at an estimated cost of \$1,000,000. A series of factories in connection with the proposed establishment of aeroplanes will entail expenditures of between ten and fifteen million.

Wounded Soldiers Doing Well.

January 15, 1917.
Sir,—I beg to enclose copy of letter, dated 28th December, received from His Excellency the Governor, the Secretary of the Nfld. War Wounded Association, London, in reply to enquiries made by His Excellency regarding five wounded soldiers whose injuries were of a serious nature. The information contained in this will, no doubt, be of interest to friends of the men referred to. I am glad if you will give the same in your columns.

Yours faithfully,
ARTHUR MEWS,
Deputy Colonial Secretary,
Evening Telegram.

NEWFOUNDLAND WAR CONTINGENT ASSOCIATION.

58 Victoria Street,
Westminister,
28 December, 1916.

In reply to your letter asking information as to the progress of the 1011 Kelly, 529 Moore, 1609 and 1542 Pennell.
The 1011 Kelly continues happy and contented at St. Dunstan's.
The 529 Moore is now making rapid progress. He is now able to walk about, and can use his right hand. He is very pleased at feeling so much better, and seems to be gaining strength and making a good recovery.
The 1542 Pennell's general health is good. We hope that he may make a good recovery, as far as may be. Restoring to a state of comfort must be a process but every appliance that assist him will be procured for him.

Mr. Walsh has been a most satisfactory patient. He has always been cheerful and a great favorite at the hospital, and his general health has been well kept up. Pending a vacancy at Rochampton, where his new will be fitted, he has been allowed a period of furlough which he is now enjoying.

Mr. Pennell has been fitted with a leg, and is now on his way back to Newfoundland.
I am, etc.,
(Sgd.) S. KNOX,
Excellency Secretary,
The Governor of Newfoundland,
St. John's.

The Jutland Battle

Botwood Club Wednesday Night.
On Wednesday night of this week there will be two interesting addresses. The first will be by Mr. J. H. Hutchings, Secretary of the Botwood Club, who will speak on the Jutland Battle. The second will be by Mr. J. H. Hutchings, who will speak on the Jutland Battle. The first will be by Mr. J. H. Hutchings, who will speak on the Jutland Battle. The second will be by Mr. J. H. Hutchings, who will speak on the Jutland Battle.

Comrades' Glee Club will meet for practice tomorrow (Tuesday) night at 9.15 o'clock, in the Botwood Club.

The ROYAL STORES JANUARY



The Great Buying Event of the Year

OPENS TO-MORROW, TUESDAY, AT 8.30 A.M.

Sheeting Remnants

A splendid line of American Sheet Remnants, measuring 1 1/2 to 2 yards long and 80 to 90 inches wide; assorted qualities, some slightly soiled, some a little torn, and more perfectly flawless. Values to 60c. yard.

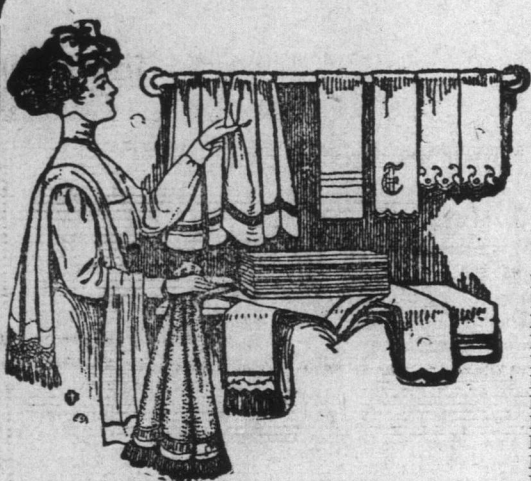
Sale Price per yard 34c.

WE beg to extend a most cordial invitation to you to attend the opening display. Great preparations have been made for this big event, and the buying public of St. John's will be quick to perceive the extraordinary advantages afforded purchasers during this Sale. No matter what price you are prepared to pay for your white goods, you will find ample chances here, and remember every article represents the best possible quality at the least possible price.

Curtain Nets.

In a large variety of very pretty patterns; coarse and fine makes.

Regular 10c. yard.	Sale Price	8 3/4c.
Regular 12c. yard.	Sale Price	10 1/2c.
Regular 18c. yard.	Sale Price	16c.
Regular 27c. yard.	Sale Price	25c.
Regular 35c. yard.	Sale Price	30c.
Regular 42c. yard.	Sale Price	38c.
Regular 60c. yard.	Sale Price	53c.
Regular 70c. yard.	Sale Price	60c.



REAL VALUE IN TOWELS

for the careful and thrifty housewife.

Honeycomb Towels.
Reg. 8c. each. Sale Price... 7c.
Reg. 10c. each. Sale Price... 9c.
Reg. 12c. each. Sale Price... 10c.
Reg. 14c. each. Sale Price... 12c.
Reg. 15c. each. Sale Price... 13c.
Reg. 16c. each. Sale Price... 14c.
Reg. 17c. each. Sale Price... 14c.
Reg. 18c. each. Sale Price... 15c.
Reg. 20c. each. Sale Price... 17c.
Reg. 25c. each. Sale Price... 21c.
Reg. 30c. each. Sale Price... 26c.

White Bath Towels.
Reg. \$1.45 each. Sale Price... \$1.27
Reg. \$1.35 each. Sale Price... \$1.10

Barbers' Towels.
Reg. 7c. each. Sale Price... 6c.
Reg. 8c. each. Sale Price... 7c.

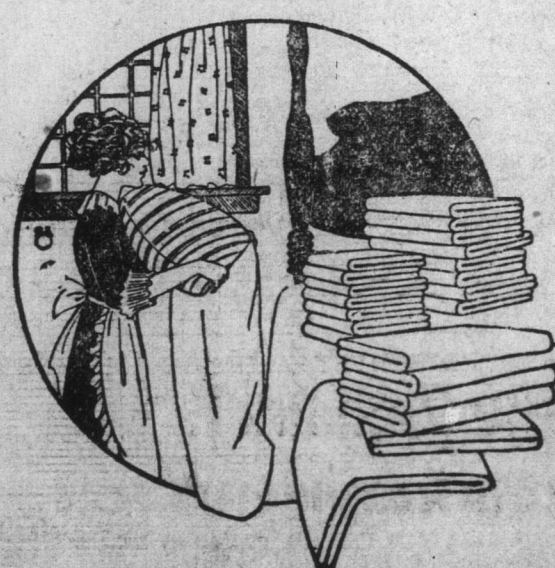
Turkish Face Cloths.
Reg. 5c. each. Sale Price... 4c.
Reg. 6c. each. Sale Price... 5c.

Glass and Tea Towels.
Reg. 15c. each. Sale Price... 13c.
Reg. 17c. each. Sale Price... 14c.

Huckaback Towels.
(Hemmed Ends.)
Reg. 15c. each. Sale Price... 13c.
Reg. 20c. each. Sale Price... 17c.
Reg. 25c. each. Sale Price... 21c.
Reg. 35c. each. Sale Price... 30c.

White Turkish Towels.
(Fringed Ends.)
Reg. 8c. each. Sale Price... 7c.
Reg. 10c. each. Sale Price... 9c.
Reg. 12c. each. Sale Price... 10c.
Reg. 14c. each. Sale Price... 12c.
Reg. 15c. each. Sale Price... 13c.
Reg. 16c. each. Sale Price... 14c.
Reg. 17c. each. Sale Price... 14c.
Reg. 18c. each. Sale Price... 15c.
Reg. 20c. each. Sale Price... 17c.
Reg. 25c. each. Sale Price... 21c.
Reg. 30c. each. Sale Price... 26c.

Pure Linen Towels.
Reg. 35c. each. Sale Price... 30c.
Reg. 65c. each. Sale Price... 57c.



SPECIAL BARGAINS IN JOB QUILTS.

Prices range
from \$1.18
to \$2.10.

Never before were we able to offer you better value in White Quilts than at present. An opportunity to purchase on exceptionally favorable terms presented itself recently and we are now in possession of a splendid stock of American Quilts worthy of our already well known reputation. We wish our many customers and the public generally to participate in this Sale. Some are marked half their usual value and some a third less.

SHIRTING.
36 inches wide. Regular 15c. Sale Price... 13 1/2c.
31 inches wide. Regular 17c. Sale Price... 15c.
31 inches wide. Regular 19c. Sale Price... 16c.
36 inches wide. Regular 20c. Sale Price... 17c.
LONGCLOTH.
36 inches wide. Regular 15c. Sale Price... 13c.
36 inches wide. Regular 17c. Sale Price... 15c.
36 inches wide. Regular 18c. Sale Price... 16c.
36 inches wide. Regular 19c. Sale Price... 16c.

Remarkable UNDERWEAR Values

Our power to undersell was never more forcibly demonstrated than in our White-ware Sale. The lowness of prices cannot but make the thoughtful people take full advantage of the savings made possible; whilst the good taste shown in the selection of trimmings, and the skill and care given into shaping and sewing, makes these garments most desirable as well as most economical.

Ladies' Princess Underskirts.
Cambrics and Nainsooks, Embroidery, Insertion and Ribbon trimmed.
Reg. 95c. each. Sale Price... 68c.
Reg. \$1.00 each. Sale Price... 80c.
Reg. \$1.25 each. Sale Price... \$1.00
Reg. \$1.35 each. Sale Price... \$1.15
Reg. \$2.50 each. Sale Price... \$2.05
Reg. \$3.75 each. Sale Price... \$3.15
Reg. \$4.50 each. Sale Price... \$3.75
Reg. \$6.75 each. Sale Price... \$5.67

Ladies' Cambric Underskirts.
Reg. \$1.00 each. Sale Price... 80c.
Reg. \$1.20 each. Sale Price... 96c.
Reg. \$1.25 each. Sale Price... \$1.00
Reg. \$1.35 each. Sale Price... \$1.08
Reg. \$1.45 each. Sale Price... \$1.16
Reg. \$1.55 each. Sale Price... \$1.20
Reg. \$1.90 each. Sale Price... \$1.52
Reg. \$2.25 each. Sale Price... \$1.80
Reg. \$3.00 each. Sale Price... \$2.50
Reg. \$3.75 each. Sale Price... \$3.15
Reg. \$4.75 each. Sale Price... \$3.98

Infants' Cambric Petticoats.
Finished with clusters of tucks, embroidered, hemstitched and lace trimmed.
Reg. 40c. each. Sale Price... 35c.
Reg. 45c. each. Sale Price... 39c.
Reg. 50c. each. Sale Price... 44c.
Reg. 55c. each. Sale Price... 49c.
Reg. 60c. each. Sale Price... 54c.
Reg. 65c. each. Sale Price... 59c.
Reg. 70c. each. Sale Price... 64c.
Reg. 75c. each. Sale Price... 69c.
Reg. 80c. each. Sale Price... 74c.

Misses' & Children's Princess Underskirts.
White Cambric, trimmed with embroidery, hemstitching tucks, in sizes to fit from 1 up to 18 years of age.
Reg. 50c. each. Sale Price... 40c.
Reg. 55c. each. Sale Price... 45c.
Reg. 60c. each. Sale Price... 50c.
Reg. 65c. each. Sale Price... 55c.
Reg. 70c. each. Sale Price... 60c.
Reg. 75c. each. Sale Price... 65c.
Reg. 80c. each. Sale Price... 70c.
Reg. 85c. each. Sale Price... 75c.
Reg. 90c. each. Sale Price... 80c.
Reg. 95c. each. Sale Price... 85c.

Ladies' Flannelette & Winceyette Nightgowns.
Reg. \$1.35 each. Sale Price... \$1.08
Reg. \$1.45 each. Sale Price... \$1.16
Reg. \$1.55 each. Sale Price... \$1.20
Reg. \$1.75 each. Sale Price... \$1.40
Reg. \$1.85 each. Sale Price... \$1.50
Reg. \$1.95 each. Sale Price... \$1.55
Reg. \$2.00 each. Sale Price... \$1.60
Reg. \$2.25 each. Sale Price... \$1.80
Reg. \$2.50 each. Sale Price... \$2.00
Reg. \$2.75 each. Sale Price... \$2.20
Reg. \$3.00 each. Sale Price... \$2.40
Reg. \$3.25 each. Sale Price... \$2.60
Reg. \$3.50 each. Sale Price... \$2.80
Reg. \$3.75 each. Sale Price... \$3.00

Ladies' Cambric Camisoles.
Daintily trimmed with lace, embroidery and insertion, in various pretty styles.
Reg. 30c. each. Sale Price... 25c.
Reg. 35c. each. Sale Price... 30c.
Reg. 40c. each. Sale Price... 34c.
Reg. 45c. each. Sale Price... 38c.
Reg. 50c. each. Sale Price... 42c.

Reg. 60c. each. Sale Price... 48c.
Reg. 70c. each. Sale Price... 56c.
Reg. 80c. each. Sale Price... 64c.
Reg. \$1.00 each. Sale Price... 80c.
Reg. \$1.10 each. Sale Price... 88c.
Reg. \$1.25 each. Sale Price... \$1.00
Reg. \$1.50 each. Sale Price... \$1.20
Reg. \$1.65 each. Sale Price... \$1.32
Reg. \$1.70 each. Sale Price... \$1.36
Reg. \$1.80 each. Sale Price... \$1.44

Ladies' Flannelette Knickers.
Trimmed with ribbon beading, embroidery and hemstitching; open and closed makes.
Reg. 60c. pair. Sale Price... 48c.
Reg. 70c. pair. Sale Price... 56c.
Reg. 80c. pair. Sale Price... 64c.
Reg. \$1.00 pair. Sale Price... 80c.
Reg. \$1.30 pair. Sale Price... \$1.04
Reg. \$1.35 pair. Sale Price... \$1.08

Infants' Cambric Nightgowns.
Daintily trimmed with lace, insertion, embroidery and tucks.
Reg. 55c. each. Sale Price... 44c.

Infants' Cambric Day Gowns.
A splendid assortment; lace trimmed, embroidered, hemstitched and tucks.
Reg. 60c. each. Sale Price... 48c.
Reg. 75c. each. Sale Price... 60c.
Reg. 80c. each. Sale Price... 64c.
Reg. 90c. each. Sale Price... 72c.
Reg. \$1.25 each. Sale Price... \$1.00

Ladies' Cambric Chemise.
V neck; embroidered and ribbon trimmings; puff sleeves.
Reg. \$1.80 each. Sale Price... \$1.45

Ladies' Cambric Knickers.
Trimmed with embroidery, frilling, hemstitching and tucks; closed and open styles.
Reg. 60c. pair. Sale Price... 48c.
Reg. 70c. pair. Sale Price... 56c.
Reg. 75c. pair. Sale Price... 60c.
Reg. 80c. pair. Sale Price... 64c.
Reg. 90c. pair. Sale Price... 72c.
Reg. \$1.00 pair. Sale Price... 80c.
Reg. \$1.25 pair. Sale Price... \$1.00
Reg. \$1.50 pair. Sale Price... \$1.20
Reg. \$1.85 pair. Sale Price... \$1.47
Reg. \$2.00 pair. Sale Price... \$1.60
Reg. \$2.50 pair. Sale Price... \$2.00

Ladies' Cambric Nightgowns.
Beautifully trimmed with hemstitching, embroidery and frilling in V, square and round neck styles; some pretty yoke effects.
Reg. 85c. each. Sale Price... 68c.
Reg. 95c. each. Sale Price... 76c.
Reg. \$1.00 each. Sale Price... 80c.
Reg. \$1.10 each. Sale Price... 88c.
Reg. \$1.50 each. Sale Price... \$1.20
Reg. \$1.75 each. Sale Price... \$1.40
Reg. \$1.85 each. Sale Price... \$1.47
Reg. \$2.00 each. Sale Price... \$1.60
Reg. \$2.25 each. Sale Price... \$1.80
Reg. \$2.50 each. Sale Price... \$2.00
Reg. \$3.35 each. Sale Price... \$2.75
Reg. \$3.75 each. Sale Price... \$3.15
Reg. \$4.25 each. Sale Price... \$3.59

Tempting WHITE SALE Values.

Table Linens and Napkins.

We have made preparation for brisk selling in this department. Unusual values like the following are always a signal for heavy buying. They are some of the most attractive offerings of our January White Sale, and at these low prices present an exceptional opportunity to replenish your supplies.

WHITE DAMASK TABLE CLOTHS.
(Hemmed.)
Reg. Sale Price
58x58 ins.—\$1.25 ea... \$1.05
63x63 ins.—\$1.40 ea... \$1.20
63x63 ins.—\$1.50 ea... \$1.35
66x66 ins.—\$2.10 ea... \$1.78
2 x 2 yds.—\$1.60 ea... \$1.35
2 x 2 yds.—\$2.50 ea... \$2.10
2 x 2 yds.—\$2.75 ea... \$2.35
2 x 2 yds.—\$3.25 ea... \$2.75



Table Napkins.
(Hemmed.)
Reg. Sale Price
Size 2 x 2 yds. \$4.20 ea... \$3.52
Size 2 x 2 1/2 yds. 3.40 ea... 2.85
Size 2 x 2 1/2 yds. 5.00 ea... 4.25
Size 2 x 2 1/2 yds. 5.50 ea... 4.65
Size 2 x 2 1/2 yds. 6.00 ea... 5.10
Size 2 x 3 yds. 4.20 ea... 3.52
Size 2 x 3 yds. 6.00 ea... 5.10
Size 2 x 3 yds. 7.50 ea... 6.40
Size 2 x 3 1/2 yds. 10.50 ea... 8.93
Size 2 1/2 x 3 1/2 yds. 6.00 ea... 5.10
Size 2 1/2 x 3 1/2 yds. 12.75 ea... 10.63

Linen Damask Table Cloth Sets.
Cloth and 6 Table Napkins to Match.
Reg. \$11.00 each. Sale Price... \$9.35
Reg. \$12.75 each. Sale Price... \$10.53
Reg. \$16.50 each. Sale Price... \$14.00

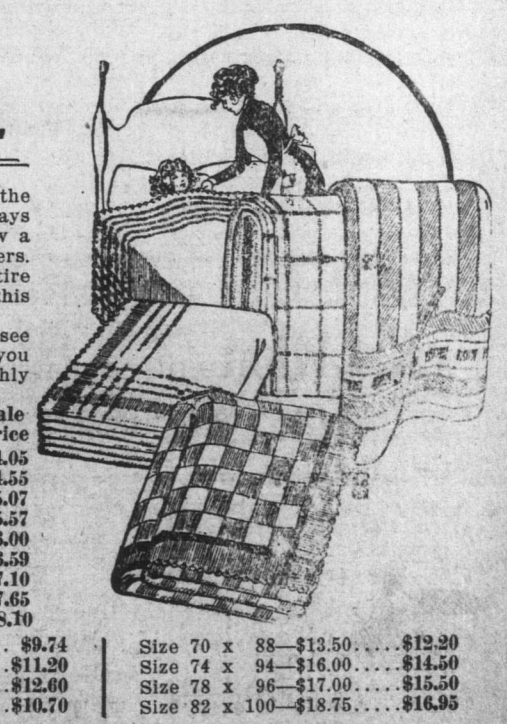
Table Napkins.
(Hemmed.)
Reg. Sale Price
Reg. 12c. each. Sale Price... 10c.
Reg. 14c. each. Sale Price... 12c.
Reg. 17c. each. Sale Price... 15c.
Reg. 20c. each. Sale Price... 17c.
Reg. 25c. each. Sale Price... 21c.
Reg. 27c. each. Sale Price... 22c.
Reg. 30c. each. Sale Price... 25c.
Reg. 35c. each. Sale Price... 30c.
Reg. 40c. each. Sale Price... 35c.
Reg. 45c. each. Sale Price... 40c.

WOOL BLANKETS.

The position we hold in the Blanket business has always been a strong one. Just now a rich boon awaits housekeepers. We have reduced our entire stock of Wool Blankets for this Sale.

When in the Store ask to see them. The touch will tell you that they are all of a highly desirable quality.

Size	Reg.	Sale Price
Size 50 x 70	\$4.50	\$4.05
Size 50 x 70	\$4.75	\$4.55
Size 54 x 70	\$5.70	\$5.07
Size 54 x 70	\$6.50	\$5.87
Size 60 x 78	\$6.75	\$6.00
Size 60 x 78	\$7.20	\$6.59
Size 68 x 84	\$8.00	\$7.10
Size 68 x 84	\$9.75	\$8.65
Size 70 x 88	\$9.50	\$8.10
Size 60 x 84	\$10.80	\$9.74
Size 70 x 88	\$12.50	\$11.20
Size 74 x 94	\$14.00	\$12.60
Size 68 x 84	\$12.00	\$10.70
Size 70 x 88	\$13.50	\$12.30
Size 74 x 94	\$16.00	\$14.50
Size 78 x 98	\$17.00	\$15.50
Size 82 x 100	\$18.75	\$16.65



The Royal Stores Ltd.

MAIL ORDERS.

We don't care how far you live from the city, we can supply any merchandise mentioned in this advertisement at Sale Prices if you will enclose cash with your order.