

LADIES' HANDKERCHIEFS.

Large assortment of Linen, Lawn and Cambric Handkerchiefs, daintily trimmed with Lace and Embroidery, also hemstitched and scalloped edges.

Reg. 7c. each.	Sale Price	6c.
Reg. 8c. each.	Sale Price	7c.
Reg. 9c. each.	Sale Price	8c.
Reg. 10c. each.	Sale Price	9c.
Reg. 12c. each.	Sale Price	10c.
Reg. 15c. each.	Sale Price	12c.
Reg. 18c. each.	Sale Price	15c.

The Royal Stores Ltd.

PILLOW COTTON.

PLAIN AND CIRCULAR.

40 ins. Reg. 20c. yard.	Sale Price	17c.
40 ins. Reg. 25c. yard.	Sale Price	22c.
42 ins. Reg. 30c. yard.	Sale Price	26c.
45 ins. Reg. 35c. yard.	Sale Price	30c.
48 ins. Reg. 40c. yard.	Sale Price	35c.

OUR 1913 JANUARY

Commences To-Morrow, Friday.
Immense Reductions on all White Goods.

This is an event that has been looked forward to with the keenest of interest by the women of St. John's. It affords great opportunities of securing truly marvellous values in Ladies' Whitewear Garments, Curtains, Embroideries, Linens, Cottons, &c.

We cannot enumerate here all the wonderful bargains offered in this Sale. We, however, recommend a careful perusal of this list of prices. READ IT CAREFULLY. Then pay a visit to our busy store. You will be amply repaid for your trouble.

LADIES' APRONS.

All sizes, Muslin and Linen, with and without bibs.	
Reg. 25c. each.	Sale Price 20c.
Reg. 30c. each.	Sale Price 25c.
Reg. 40c. each.	Sale Price 34c.
Reg. 50c. each.	Sale Price 40c.
Reg. 60c. each.	Sale Price 46c.
Reg. 90c. each.	Sale Price 76c.
Reg. \$1.25 each.	Sale Price \$1.05

WHITE SHEETING.

PLAIN AND TWILLED.

70 ins. wide. Reg. 30c. yard.	Sale Price	26c.
70 ins. wide. Reg. 40c. yard.	Sale Price	35c.
80 ins. wide. Reg. 50c. yard.	Sale Price	44c.
80 ins. wide. Reg. 60c. yard.	Sale Price	53c.

Pillow and Bolster Cases and Shams.

Plain, Hemstitched, Filled and Embroidered.

PILLOW CASES.

Size 20 x 30. Reg. 40c. each.	Sale Price	35c.
Size 20 x 30. Reg. 55c. each.	Sale Price	47c.
Size 20 x 30. Reg. 65c. each.	Sale Price	55c.

BOLSTER CASES.

Size 20 x 62. Reg. 70c. each.	Sale Price	60c.
Size 20 x 62. Reg. 90c. each.	Sale Price	77c.
Size 22 x 68. Reg. 1.00 each.	Sale Price	85c.

PILLOW SHAMS.

Size 25 x 36. Reg. 40c. each.	Sale Price	35c.
Size 25 x 36. Reg. 60c. each.	Sale Price	50c.
Size 25 x 36. Reg. 90c. each.	Sale Price	77c.

LACE CURTAINS.

More than a quarter of the usual outlay saved on dependable Lace Curtains, in White Cream and Ecru.

2 1/2 yards long. Reg. 40c. pair.	Sale Price	35c.
2 1/2 yards long. Reg. 50c. pair.	Sale Price	43c.
2 1/2 yards long. Reg. 75c. pair.	Sale Price	63c.
2 1/2 yards long. Reg. 1.00 pair.	Sale Price	85c.
2 1/2 yards long. Reg. 1.60 pair.	Sale Price	\$1.35
3 1/2 yards long. Reg. 2.20 pair.	Sale Price	\$1.90
3 1/2 yards long. Reg. 3.50 pair.	Sale Price	\$2.95
3 1/2 yards long. Reg. 4.00 pair.	Sale Price	\$3.35
3 1/2 yards long. Reg. 4.75 pair.	Sale Price	\$4.00
3 1/2 yards long. Reg. 5.75 pair.	Sale Price	\$4.90

CAMISOLE EMBROIDERY.

17 ins. Reg. 30c. yard.	Sale Price	25c.
17 ins. Reg. 55c. yard.	Sale Price	46c.
17 ins. Reg. 65c. yard.	Sale Price	55c.
17 ins. Reg. 85c. yard.	Sale Price	72c.
17 ins. Reg. 1.00 yard.	Sale Price	85c.

Tempting Array of Tea,
Tray & Sideboard Covers, Fancy Linens, &c.

We enumerate a few of the many special values during this Sale:-

Tea Cloths.

Trimmed with Lace and Embroidery.	
Size 36 x 36. Reg. 65c. ea.	Sale Price, 55c.
Size 36 x 36. Reg. 75c. ea.	Sale Price, 63c.
Size 36 x 36. Reg. 85c. ea.	Sale Price, 73c.

Table Centres.

Linen, Oval and Square Styles, Tambooured, Battenburg and Embroidery trimmed.	
Size 21 x 21. Reg. 25c. ea.	Sale Price, 21c.
Size 21 x 21. Reg. 35c. ea.	Sale Price, 30c.
Size 21 x 21. Reg. 50c. ea.	Sale Price, 43c.

Tray Cloths.

Linen, Hemstitched, Tambooured, Lace and insertion trimmed.	
Size 17 x 17. Reg. 20c. ea.	Sale Price, 17c.
Size 20 x 20. Reg. 35c. ea.	Sale Price, 27c.
Size 20 x 20. Reg. 47c. ea.	Sale Price, 37c.
Size 20 x 20. Reg. 50c. ea.	Sale Price, 40c.

Sideboard Cloths.

Linen, hemstitched and embroidered, lace insertion and Battenburg trimmed.	
Size 12 x 4. Reg. 50c. ea.	Sale Price, 43c.
Size 15 x 68. Reg. 65c. ea.	Sale Price, 55c.
Size 15 x 68. Reg. 70c. ea.	Sale Price, 60c.

Duchess Sets.

White Linen, Battenburg lace, insertion and embroidery trimmed; 4 pieces in set.

Size 14 x 60. Reg. 45c.	Sale Price, 39c.
Size 14 x 60. Reg. 60c.	Sale Price, 50c.
Size 14 x 60. Reg. 85c.	Sale Price, 73c.
Size 14 x 60. Reg. 1.25.	Sale Price, \$1.05

Nightdress Bags.

Hemstitched and Embroidered.
Reg. 50c. ea. **Sale Price, 43c.**

Laundry Bags.

White Linen, Embroidered.
Reg. 35c. Sale Price, 30c.

D'Oyles.

Linen and Damask, trimmed with Crochet Lace, Fringe, &c.; different styles and sizes.	
Reg. 7c. Sale Price, 6c.	
Reg. 14c. Sale Price, 12c.	
Reg. 18c. Sale Price, 14c.	

White Twilled Sheets

Size 2 x 2 1/2. Reg. \$1.50 pr.	Sale Price, \$1.25
Size 2 x 2 1/2. Reg. \$2.00 pr.	Sale Price, \$1.68
Size 2 x 2 1/2. Reg. \$2.50 pr.	Sale Price, \$2.10
Size 80 x 90. Reg. \$3.25.	Sale Price, \$2.75
Size 80 x 90. Reg. \$3.50.	Sale Price, \$2.95

Remarkable Reductions in Ladies' White Wear.



Hundreds of new, snowy Undergarments in such attractive styles, with such dainty trimmings, of such faultless workmanship, and withal so low-priced, that this Sale cannot fail to induce enthusiastic buying, and many women will buy enough to last them the year.

NIGHTDRESSES.

Made of White Cottons and English Longcloth, Dutch and Square Neck styles, daintily trimmed with embroidery, lace and insertion, silk ribbon heading, etc., on sleeves, fronts and collars.

Reg. 95c. Sale Price	70c.
Reg. 1.25. Sale Price	\$1.00
Reg. 1.60. Sale Price	\$1.25

NIGHTDRESSES.

Reg. \$2.10. Sale Price	\$1.68
Reg. \$2.40. Sale Price	\$1.90
Reg. \$2.75. Sale Price	\$2.30
Reg. \$3.00. Sale Price	\$2.50
Reg. \$3.25. Sale Price	\$2.69
Reg. \$3.50. Sale Price	\$2.90
Reg. \$3.75. Sale Price	\$3.15

UNDERSKIRTS.

In White Cotton, Lawn, Cambric and Nainsook, elaborately trimmed and some with embroidered tucks, etc., others with Torchon Lace Ribbon Beading frills and flounces.

Reg. 80c. each.	Sale Price	64c.
Reg. 1.00 each.	Sale Price	80c.
Reg. 1.25 each.	Sale Price	\$1.00
Reg. 1.50 each.	Sale Price	\$1.20
Reg. 2.00 each.	Sale Price	\$1.60
Reg. 2.25 each.	Sale Price	\$1.80
Reg. 2.50 each.	Sale Price	\$2.05
Reg. 2.75 each.	Sale Price	\$2.30
Reg. 3.25 each.	Sale Price	\$2.69

CORSET COVERS.

Made of American and English White Cotton, extra fine Longcloth, almsack, etc., many different styles, nicely pleated yokes, trimmed embroidery lace, insertion heading, etc.

Reg. 30c. ea. Sale Price	25c.
Reg. 40c. ea. Sale Price	34c.
Reg. 50c. ea. Sale Price	40c.
Reg. 65c. ea. Sale Price	52c.
Reg. 75c. ea. Sale Price	60c.
Reg. 90c. ea. Sale Price	72c.
Reg. 1.00 ea. Sale Price	80c.
Reg. 1.25 ea. Sale Price	\$1.00
Reg. 1.45 ea. Sale Price	\$1.16
Reg. 1.60 ea. Sale Price	\$1.38

KNICKERS.

White Muslin Nainsook and English Longcloth, trimmed with Galon trimming, Swiss embroidery lace and insertion, many finished with Pink and Blue Ribbon heading.

Reg. 40c. Sale Price	34c.
Reg. 60c. Sale Price	48c.
Reg. 75c. Sale Price	60c.
Reg. 85c. Sale Price	68c.
Reg. 1.10. Sale Price	88c.
Reg. 1.45. Sale Price	\$1.16
Reg. 1.65. Sale Price	\$1.34

A MATCHLESS SALE OF STAPLES.

Largest assortments ever shown with prices so radically reduced. The Prices tell their own story.

WHITE HONEYCOMB

QUILTS.

Size 8-4. Reg. 75c. each.	Sale Price, 69c.
Size 9-4. Reg. 90c. each.	Sale Price, 77c.
Size 9-4. Reg. 1.25 each.	Sale Price, \$1.05
Size 10-4. Reg. 1.40 each.	Sale Price, \$1.30
Size 10-4. Reg. 1.50 each.	Sale Price, \$1.25

WHITE SHIRTING.

Width 28 ins. Reg. 11c.	Sale Price, 9c.
Width 32 ins. Reg. 14c.	Sale Price, 12c.
Width 36 ins. Reg. 15c.	Sale Price, 16c.
Width 36 ins. Reg. 19c.	Sale Price, 15c.
Width 36 ins. Reg. 25c.	Sale Price, 21c.
Width 36 ins. Reg. 28c.	Sale Price, 23c.

BLAY SHEETS.

Size 8-4. Reg. 75c. pair.	Sale Price, 63c.
Size 9-4. Reg. 1.10 pair.	Sale Price, 95c.

WHITE MERCERIZED

QUILTS.

Size 10-4. Reg. \$2.00.	Sale Price, \$1.68
Size 10-4. Reg. \$2.50.	Sale Price, \$2.10
Size 11-5. Reg. \$3.00.	Sale Price, \$2.67
Size 1-4. Reg. \$10.00.	Sale Price, \$8.25

LINEN TABLE CLOTHS.

Plain White Damask.

Size 60 x 68. Reg. \$1.25.	Sale Price, \$1.05
Size 8-4. Reg. \$1.80.	Sale Price, \$1.52
Size 8-4. Reg. \$2.50.	Sale Price, \$2.10
Size 8-4. Reg. \$4.00.	Sale Price, \$3.35
Size 8-4. Reg. \$3.50.	Sale Price, \$2.95

TABLE CLOTHS.

(Hemstitched.)	
Size 63 x 63. Reg. \$2.00.	Sale Price, \$1.68
Size 64 x 68. Reg. \$2.50.	Sale Price, \$2.10
Size 70 x 106. Reg. \$4.50.	Sale Price, \$3.78
Size 82 x 122. Reg. \$6.50.	Sale Price, \$5.50

TABLE NAPKINS.

(Hemmed.)

Size 12 x 18. Reg. 8c. each.	Sale Price, 7c.
Size 18 x 18. Reg. 30c. each.	Sale Price, 25c.
Size 12 x 25. Reg. 35c. each.	Sale Price, 30c.
Size 25 x 25. Reg. 45c. each.	Sale Price, 39c.

WHITE FLANNELETTE.

Width 30 ins. Reg. 10c. yard.	Sale Price, 8c.
Width 30 ins. Reg. 11c. yard.	Sale Price, 9c.
Width 32 ins. Reg. 15c. yard.	Sale Price, 12c.
Width 36 ins. Reg. 20c. yard.	Sale Price, 17c.
Width 36 ins. Reg. 24c. yard.	Sale Price, 20c.

WHITE MARCELLA

QUILTS.

Size 10-4. Reg. 85c.	Sale Price, 73c.
Size 10-4. Reg. \$1.65.	Sale Price, \$1.38
Size 10-4. Reg. \$2.50.	Sale Price, \$2.10
Size 10-4. Reg. \$3.00.	Sale Price, \$2.55
Size 12-4. Reg. \$6.00.	Sale Price, \$5.10

Misses and Children's Underwear.

Including Knickers, Robes, Bibs, Bodices, Singles, Day Gowns, Day Flannels, Infants' Shirts, Long and Short Slips, Nightdresses, Pajamas, Feeders, Chemises and Overalls. We would advise all mothers to see this immense collection of extraordinary values in Misses' and Children's Wear. Hundreds of pretty styles to choose from and you can actually buy them here cheaper than you can make them up, and splendid quality at that.

The number of styles and sizes are so great that it is impossible to give a detailed description in this small space, suffice it to say that the reductions equal from

10 p.c. to 20 p.c. discount off the regular Selling Prices.

Great Sale of Embroidery

WHITE COTTON INSERTION.

Different Patterns and Widths.

Reg. 9c. yard.	Sale Price	7c.
Reg. 12c. yard.	Sale Price	10c.
Reg. 15c. yard.	Sale Price	12c.
Reg. 20c. yard.	Sale Price	16c.
Reg. 25c. yard.	Sale Price	20c.
Reg. 40c. yard.	Sale Price	34c.
Reg. 70c. yard.	Sale Price	59c.

SILK WORKED INSERTION.

In White and Cream, all widths.

Reg. 10c. Sale Price	8c.
Reg. 12c. Sale Price	10c.
Reg. 14c. Sale Price	12c.
Reg. 30c. Sale Price	25c.
Reg. 40c. Sale Price	34c.
Reg. 45c. Sale Price	38c.
Reg. 50c. Sale Price	42c.

FLOUNCING EMBROIDERIES.

11 ins. Reg. 20c. yard.	Sale Price	16c.
11 ins. Reg. 25c. yard.	Sale Price	20c.
11 ins. Reg. 40c. Sale Price		34c.
13 ins. Reg. 30c. yard.	Sale Price	25c.
13 ins. Reg. 45c. yard.	Sale Price	36c.
13 ins. Reg. 55c. yard.	Sale Price	46c.
25 ins. Reg. 40c. yard.	Sale Price	34c.
25 ins. Reg. 90c. yard.	Sale Price	70c.
29 ins. Reg. 75c. Sale Price		63c.

ALL-OVER EMBROIDERY.

20 ins. Reg. 85c. yard.	Sale Price	72c.
20 ins. Reg. 1.35 yard.	Sale Price	\$1.13

Great Bargains in LADIES' BLOUSES.

Our January White Sale offers the opportunity of the year to save money on Ladies' White Blouses in Linen, Muslin, &c. The Blouses listed here are extra special values at their regular prices; at these Sale Prices they are extraordinary. Come early and see for yourself. Early buying will give you the best choice.

White Muslin Blouses

White Linen Shirtwaists.

Daintily embroidered in many new styles, trimmed with Lace Insertion, Beading, &c., high and low necks.

Reg. 95c. Sale Price, 82c.	
Reg. \$1.25. Sale Price, \$1.05	
Reg. \$1.50. Sale Price, \$1.25	
Reg. \$1.85. Sale Price, \$1.57	
Reg. \$2.10. Sale Price, \$1.78	
Reg. \$2.40. Sale Price, \$2.00	
Reg. \$3.75. Sale Price, \$3.15	

Fancy worked, embroidered, stiff and soft collars and cuffs.

Reg. 80c. Sale Price, 65c.	
Reg. \$1.20. Sale Price, 96c.	
Reg. \$1.50. Sale Price, \$1.20	
Reg. \$2.35. Sale Price, \$1.90	