

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	7c.
Reg. 10c. each.	Sale Price	8c.
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-Day, 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	50c.
Reg. 60c. each.	Sale Price	50c.
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, Frilled 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 66. 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.
Size 36 x 36. Reg. 95c. ea.	Sale Price	83c.

Table Centres.

Linen, Oval and Square Styles, Tamboured, Battanburg 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, Tamboured, lace and insertion trimmed.

Size 17 x 17. Reg. 20c. ea.	Sale Price	17c.
Size 20 x 20. Reg. 55c. ea.	Sale Price	47c.
Size 20 x 30. Reg. \$1.00 ea.	Sale Price	85c.

Sideboard Cloths.

Linen, hemstitched and embroidered; lace, insertion and Battanburg 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, Battanburg 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.
Reg. 35c. ea. Sale Price	30c.

Laundry Bags.

White Linen, Embroidered.

Reg. 35c. ea. Sale Price	30c.
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D'Oyls.

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	\$1.65
Size 2 x 2 1/2. Reg. \$2.50 pr.	Sale Price	\$2.10
Size 80 x 99. Reg. \$3.25 pr.	Sale Price	\$2.75
Size 80 x 96. Reg. \$3.50 pr.	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 beading, etc., on sleeves, fronts and collars.

Reg. 95c. Sale Price	76c.
Reg. \$1.25. Sale Price	\$1.00
Reg. \$1.60. Sale Price	\$1.28

NIGHTDRESSES.

Reg. \$2.10. Sale Price	\$1.68.
Reg. \$2.40. Sale Price	\$1.90
Reg. \$2.75. Sale Price	\$2.20
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 embroidery 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 an English White Cotton, extra fine Longcloth, alinsook, etc., many different styles, nicely plated yokes, trimmed embroidery lace, insertion beading, 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	\$1.28

KNICKERS.

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

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	69c.
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	\$2.50
Size 1-4. Reg. \$10.00.	Sale Price	\$8.25

LINEN TABLE CLOTHS.

Plain White Damask.

Size 66 x 66. 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	—
Size 8-4. Reg. \$4.00.	Sale Price	\$3.35
Size 8-4. Reg. \$5.50.	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 108. Reg. \$4.50.	Sale Price	\$3.78
Size 82 x 122. Reg. \$8.50.	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

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	39c.

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	25c.	
13 ins. Reg. 30c. yard.	Sale Price	25c.
13 ins. Reg. 45c. yard.	Sale Price	38c.
13 ins. Reg. 55c. yard.	Sale Price	46c.
25 ins. Reg. 40c. yard.	Sale Price	34c.
25 ins. Reg. 90c. yard.	Sale Price	76c.
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	\$1.18

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

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

Reg. 95c. Sale Price	\$2c.
Reg. \$1.25. Sale Price	\$1.05
Reg. \$1.50. Sale Price	\$1.25
Reg. \$1.75. 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

White Linen Shirtwaists.

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

Reg. 80c. Sale Price	69c.
Reg. \$1.20. Sale Price	96c.
Reg. \$1.50. Sale Price	\$1.20
Reg. \$2.35. Sale Price	\$1.90