

The Values Offered at Our

Only 5 More Days
in which to take Advantage
of this Money-Saving
Event.

JANUARY WHITE SALE

Every Item is
important. Read clear to
the Bottom

Are Deserving of Your Earliest Attention

Special Price Reductions on New Blouses



You will want several of these Blouses when you see the variety of styles and the dainty materials. New shaped collars are prominent and many unusual trimming effects are being shown.

Middy Blouses.

White Duck with Blue Collars; to fit girls of 6 to 14 years.
Regular \$2.65 each for \$2.10
Regular \$3.00 each for \$2.40
Regular \$3.35 each for \$2.65
Regular \$3.50 each for \$2.80
Regular \$4.50 each for \$3.55

White Voile Blouses.

Various style effects, Smocks, Slip-overs; V neck, square neck, &c.; all trimmed with lace and insertion.
Reg. \$4.29 each for \$3.00
Reg. \$4.25 each for \$3.15
Reg. \$4.50 each for \$3.30
Reg. \$4.75 each for \$3.50
Reg. \$5.00 each for \$3.75
Reg. \$5.25 each for \$4.00
Reg. \$5.50 each for \$4.25
Reg. \$5.75 each for \$4.50
Reg. \$6.00 each for \$4.75
Reg. \$6.25 each for \$5.00

Cepea Serge

Georgette Blouses.
In White and assorted pretty colorings; embroidery, silk and lace trimmings; a broad selection of newest styles.
Reg. \$12.25 each for \$ 9.20
Reg. \$15.30 each for \$10.00
Reg. \$17.35 each for \$11.00
Reg. \$18.00 each for \$12.65

Crepe de Chene Blouses

In White and shades of Flesh.
Reg. \$8.50 each for \$6.50
Reg. \$9.50 each for \$7.50
Reg. \$10.50 each for \$8.50
Reg. \$12.50 each for \$10.00

Shirtwaists.

In a variety of pretty striped patterns; all sizes.
Reg. \$3.25 each for \$2.60
Reg. \$3.75 each for \$3.00
Reg. \$4.50 each for \$3.60
Reg. \$5.25 each for \$4.25

Lawns, Nainzooks and Piques

Tucked Lawns.
25 in. Reg. 60c. yd. for 50c.
30 in. Reg. 75c. yd. for 62c.
35 in. Reg. 85c. yd. for 71c.
38 in. Reg. \$1.25 yd. for \$1.12

Bishop's Lawn.
31 in. Reg. 55c. yard for 46c.
31 in. Reg. 75c. yard for 60c.
31 in. Reg. 65c. yard for 54c.

White Nainzook.
36 in. Reg. 60c. yard for 50c.

White Jean.
(27 inches wide.)
Reg. 80c. yard for 66c.
Reg. \$1.10 yard for 92c.
Reg. \$1.50 yard for \$1.25

White Pique.
(Fine and medium cords.)
27 in. Reg. 85c. yd. for 71c.
30 in. Reg. \$1.65 yd. for \$1.28
35 in. Reg. \$1.75 yd. for \$1.46

Newest of Neckwear

We always have a complete showing of Smart Neckwear. Every piece in stock has been re-priced for this Sale. There are many new effects among them that have only recently arrived. Dainty designs in Georgette, Lace, Net, Tissue, Silk, Muslin and Linen.
Prices range from 15c. each to \$2.00.

Dainty Handkerchiefs

The White Sale would be very incomplete without the inclusion of dainty Handkerchiefs. Plain, Hemstitched and Embroidered in Silk, Muslin, Linen and Lawn. We have hosts of every kind to choose from.
Prices from 10c. each to \$2.50.

Blue Ribbon, Shirting

36 inches wide, finished soft for 35 cts.
the needle. Reg. 45c. yard for

Hundreds of St. John's women—ever quick to appreciate good values—are making the most of their opportunities during this Sale.
There is not a woman who will even utter the words "High Prices" in connection with White Goods in face of offerings like these.
YOU are offered savings of a character and volume not possible to replace for many a day.
—SO PLAN TO COME AS EARLY AS POSSIBLE.

Beautiful Wash Fabrics

Very Extensive Price Reductions have been made on heaps of beautiful Wash Silks and White Muslins. People who are thrifty have been flocking to this department to buy their needs for Spring and Summer as well as for present use.

Habutai Silks.
33 inches wide, white grounds with broad colored stripes; assorted colorings and designs.
Regular \$2.70 yard for \$1.35
Regular \$3.25 yard for \$1.65
Regular \$3.40 yard for \$1.70

White Dotted Muslins.
26 inch Solis and Shower of Hall patterns.
Regular 60c. yard for 30c.
26 inch White Brilliant, Satin Striped.
Regular 60c. yard for 30c.
28 inch White Striped Muslin.
Regular 70c. yard for 35c.

Floral Muslins.
In assorted colors, Pink and Blue; Rosebud patterns on White.
Regular \$1.20 yard for 60c.

Striped Voiles.
36 inches wide; Pink and Green designs on White ground.
Regular \$1.25 yard for 65c.

2000 yards White Cotton Madras for skirts, shirtwaists, aprons, &c., in short ends from 2 to 3 years each. Regularly sold at 80c. yard. Special White Sale Price **40 cts.**

Baby Wear Sale



Where there is a good supply of sturdy practical little garments like we have at the Royal Stores—the mother has a mind at rest.
Durable materials, good shapes, good sewing and good trimmings—these are features found here in addition to remarkably low prices.

White Voile Dresses.
Infants'
Beautiful little garments, trimmed with Val. Lace and embroidery.
Reg. \$2.00 each for \$1.60
Reg. \$2.50 each for \$2.05
Reg. \$3.75 each for \$3.15
Reg. \$5.00 each for \$4.10
Reg. \$6.75 each for \$5.25

Infants' White Silk Dresses.
All nicely trimmed with Val. Lace.
Reg. \$6.25 each for \$5.25
Reg. \$8.50 each for \$7.25

Infants' Cashmere Dresses.
In Cream only; lace trimmed.
Reg. \$4.00 each for \$3.40
Reg. \$5.25 each for \$4.50

Infants' Short Slips.
White Cambric, finished with lace and embroidery.
Reg. \$1.30 each for \$1.04
Reg. \$1.50 each for \$1.20
Reg. \$1.75 each for \$1.40
Reg. \$2.25 each for \$1.80
Reg. \$3.00 each for \$2.50

Infants' Flette Barras.
Regular \$1.90 each for \$1.52
Regular \$2.50 each for \$2.05
Regular \$3.75 each for \$3.15

Infants' Winter Coats.
White Lamb, Bear, &c., in a variety of pretty styles.
Regular \$13.65 each for \$7.00
Regular \$15.50 each for \$7.75

Infants' Robes.
White Cambric, Lace and Embroidery trimmed.
Regular \$7.50 each for \$5.50
Regular \$7.75 each for \$5.75
Regular \$8.25 each for \$6.25
Regular \$8.50 each for \$6.50
Regular \$9.50 each for \$7.25

Infants' Pelisses.
In White Bear and Hippie Cloth.
Regular \$ 9.00 each for \$7.40
Regular \$11.50 each for \$9.25

White Voile Dresses.

White Cambric, finished with lace and embroidery, trimmed with Pink and Blue embroidery.
Reg. 45c. each for 39c.
Reg. 55c. each for 44c.
Reg. 65c. each for 52c.
Reg. 75c. each for 60c.
(Cream Cashmere.)
Reg. \$1.30 each for \$1.04

White Cambric Pinafores.

(Sizes 18 to 22 inches.)
Reg. 90c. each for 74c.
Reg. 95c. each for 76c.
Reg. \$1.10 each for 88c.
Reg. \$1.25 each for \$1.00
Reg. \$1.45 each for \$1.16

Infants' Long Slips.

Lace trimmed and embroidered edge.
Reg. \$1.50 each for \$1.04
Reg. \$1.50 each for \$1.20
Reg. \$2.25 each for \$1.50
Reg. \$3.00 each for \$2.50

Children's White Dresses.

Fine White Muslin, trimmed with lace and embroidered; to fit children of all ages.
Regular \$1.85 each for \$1.50
Regular \$2.50 each for \$2.05
Regular \$3.50 each for \$2.90
Regular \$5.75 each for \$4.74
Regular \$6.65 each for \$5.50
Regular \$7.25 each for \$5.98

Attractive Prices on Furnishings for Men

Men looking for bed-rock prices on Shirts and Underwear will find our January Sale a worthy effort to keep prices within reason.

Men's Negligee Shirts.
White grounds with colored stripes, soft double cuffs, &c.; all sizes.
Regular \$2.50 each for \$2.50
Regular \$3.00 each for \$2.70
Regular \$3.50 each for \$3.15
Regular \$4.00 each for \$3.55

Tunic Shirts.
With laundered cuff; assorted patterns; in sizes 14 to 16½.
Reg. \$2.25 each for \$1.90
Reg. \$2.80 each for \$2.60
Reg. \$3.50 each for \$3.14

Pyjama Suits.
In High Grade Flette, military collar, brand, &c., on jacket.
Reg. \$6.50 suit for \$5.50
Reg. \$5.50 suit for \$4.40

Men's Nightshirts.
All sizes; Fancy Striped Flannelette.
Reg. \$2.50 each for \$2.00
Reg. \$4.00 each for \$3.20
Reg. \$5.00 each for \$4.00

Flannelette Shirts.
With Collars.
Reg. \$2.50 each for \$2.00
With Bands.
Reg. \$3.25 each for \$2.60

Wool Shirts.
All sizes.
Reg. \$4.25 each for \$3.40

All Wool Vests.
3 dozen only Heavy Knit Vests in all sizes; guaranteed good wearing garments.
Special, each \$1.60

Wool Underwear.
Heavy weight, in all sizes Shirts and Drawers. \$2.50
Special, per garment. \$1.60

Caribou Underwear.
Heavy Knit Underwear is offered at Special Prices during this Sale; 4 different grades.
Special, per garment.
\$2.10, \$2.50, \$3.25 and \$4.10.

Stanfield's Combinations.
Reg. \$4.50 each for \$4.05
Reg. \$6.00 each for \$5.25
Reg. \$9.50 each for \$8.55
Reg. \$11.75 each for \$10.58

Stanfield's Underwear.
Medium weight Vests and garments.
Pants in all sizes; well finished.
Reg. \$3.50 each for \$3.15
Reg. \$4.10 each for \$3.69
Reg. \$6.50 each for \$5.85

Women's Wool-Knit Underwear

Stanfield's Wool Combinations.
White V neck, short sleeves, ankle length; sizes 36 and 38.
Reg. \$7.00 each for \$6.15
Reg. \$8.25 each for \$7.32
High neck, long sleeves, ankle length; sizes 36 to 42.

Two Steeples.
All Wool Underwear for Men: Heavy, medium and light weights; all sizes.
Reg. \$6.00 garment for \$4.90
Reg. \$8.25 garment for \$6.60

Boys' Underwear.
Winter weight; all wool.
Size 24 in. Reg. 1.75 ea. for \$1.58
Size 26 in. Reg. 1.85 ea. for \$1.67
Size 28 in. Reg. 1.95 ea. for \$1.76
Size 30 in. Reg. 2.20 ea. for \$1.98
Size 32 in. Reg. 2.40 ea. for \$2.16
Size 34 in. Reg. 2.50 ea. for \$2.25

Stanfield's Underwear.
Medium weight Vests and garments.
Pants in all sizes; well finished.
Reg. \$3.50 each for \$3.15
Reg. \$4.10 each for \$3.69
Reg. \$6.50 each for \$5.85

White Curtains

White Curtain Nets.
36 in. Reg. 65c. yd. for 56c.
42 in. Reg. 70c. yd. for 68c.
48 in. Reg. 80c. yd. for 79c.
54 in. Reg. \$1.10 yd. for 97c.
60 in. Reg. \$1.35 yd. for \$1.20

Madras Muslin.
(Cream, tasseled edge.)
36 in. Reg. \$1.35 yd. for \$1.20
(Cream Filled.)
36 in. Reg. 90c. yd. for 79c.
51 in. Reg. \$1.75 yd. for \$1.58
36 in. Reg. \$1.10 yd. for 97c.

White and Cream Scrims.
(With colored borders.)
36 in. Reg. 50c. yd. for 44c.
36 in. Reg. \$1.10 yd. for 97c.

Plain and Fancy Scrims.
(White with dainty designs.)
40 in. Reg. \$1.90 yd. for \$1.45
Other prices in White Scrims are: 88c., 97c. and \$1.05

Cream Scrims.
(36 inches wide; plain.)
Reg. 27c. yard for 23c.
Reg. 35c. yard for 30c.
Reg. \$1.00 yard for 88c.
Reg. \$1.20 yard for \$1.05

White Hosiery

Women's Hose.
In mercerized Cotton and artificial Silk.
Reg. 60c. pair for 52c.
Reg. \$1.50 pair for \$1.15
Reg. \$1.80 pair for \$1.43

Children's Hose.
(Cream Wool.)
Reg. \$1.25 pair for \$1.10
Reg. \$1.45 pair for \$1.30
Reg. \$1.55 pair for \$1.40

White Flannelette

Soft finished, absolutely no dresing. 29 cts.
30 inches wide. Reg. 35c. yard for

St. Andrew's New Pastor

Resolutions of Farewell From Avenue Road Church.
The Rev. H. J. Power, who comes to take over the pastorate of St. Andrew's Presbyterian Church, is now here from Toronto, and is expected to preach his first sermon on Sunday, the 6th February. The following references to the Rev. Mr. Power appeared in the last issue of St. Andrew's Weekly Calendar.
Word has been received from Rev. Mr. Nicholson that Halifax Presbytery are making arrangements to send a strong team for the induction of Mr. Power. Induction is expected to take place early in the first week in February.

The following is a copy of a resolution passed by the Board of Managers of Avenue Road Church, Toronto.
"On the eve of the departure of our well-beloved Minister, I beg to move that this Board of Managers place on record its great appreciation of Rev. R. J. Power and his estimable wife and their splendid work in our Church, and of our genuine regret that the people of St. Andrew's, St. John's, Newfoundland, have insisted on taking them away from us.

"I think I may say without fear of contradiction that never before in the history of Avenue Road Church have Minister and people worked together so harmoniously. The people love the Minister and his wife, and their untiring and unselfish work amongst us has shown us their love for the people, and should some unforeseen occurrence, even at this late date, influence Mr. Power to change his mind and decide to remain with us, we would gladly extend our sympathies to the good people of St. Andrew's, St. John's, Newfoundland, but we in Avenue Road Church would rejoice mightily.

"Financially our Church has prospered wonderfully. Mr. Power's work in the pulpit has been unsurpassed. His work has been especially noticeable among the young people of our Church—always interested in them and their work—in turn securing their interest in the Church and its work.

"I cannot express the feelings of the Board better than by quoting the well-known benediction: 'We were happy to meet. We are sorry to part. We hope to meet again.'

It strengthens our conviction that we were indeed fortunate in securing Rev. Mr. Power as our Minister.—Com.

Personal.

Late Canadian Papers announce the conferring of a Baronetcy on James Hamet Dunn. The new Baronet is a young man who, like Lord Beaverbrook has had a spectacular financial career. He attended Dalhousie University as a law student at the same time that the Hon. S. J. Foote and Mr. G. W. B. Ayre were there. In fact he and Mr. Ayre shared rooms together when Mr. Ayre first attended the University. Traven Aitken, a brother of Lord Beaverbrook (Max) also was at the University at the same time and was one of Mr. Ayre's greatest college friends.

Mr. C. B. Blackie, Dominion Co. representative, went to Bell Island yesterday afternoon on important business.

Mr. J. P. Burke, Chairman of the Wabana County Council, and Captain Leo Murphy, of Bell Island arrived in the city yesterday on business.

Dr. Arthur Anderson, of Heart's Content, and Dr. W. E. Jones, of Avondale, have recently been elected Members of the Newfoundland Medical Board vice Drs. Duncan and McKendrick, who have resigned.

Mr. C. S. Nye, representative of the U.S. Shipping Board, who has been here for the past few months in connection with the fleet of disabled American ships that have been here, returned to Halifax by the Sackem this morning.

Capt. W. Zinck, of the schooner Russell S. Zinck, who has been undergoing treatment at the General Hospital, left by the Sackem for Halifax en route to Kingston, Jamaica, where he rejoins his vessel.

A. G. Williams, Esq., District Deputy of the S.O.E.B.S., left by train Monday morning for Hr. Grace, accompanied by a number of brethren, for the purpose of installing the officers of Lodge Diamond Jubilee, S.O.E. Hr. Grace. They returned to the city again yesterday.

Mr. Joseph Sellars left by the Sackem this morning en route to New York where he will connect with steamer for England after which he visits the European fish markets on business.

Mr. G. G. Glennie, manager of the Bank of Nova Scotia, accompanied by Mrs. Glennie, left by the Sackem this morning, en route to Bermuda where they will spend the winter.

Staff-Sergt. Major A. J. Willey, of "Ours" was a passenger per s.s. Digby to Liverpool en route to London, Eng., where he will in future reside and take up position as Supt. of a branch of a finance company.

WINARD'S LIMEWATER RELIEVES DISTEMPERS.

The ROYAL STORES, Ltd.