

CUSHION COVERS.

White Muslin, Frilled and Embroidered in handsome designs; most of them have hem-stitched frills.

Size 19 x 19.	Reg. 35c.	Sale Price	25c.
Size 20 x 20.	Reg. 50c.	Sale Price	40c.
Size 21 x 21.	Reg. 55c.	Sale Price	42c.
Size 21 x 21.	Reg. 65c.	Sale Price	50c.
Size 21 x 21.	Reg. 75c.	Sale Price	60c.

The Royal Stores Ltd.

THE STORE OF GOOD MERCHANDISE AND LOW PRICES.

OUR JANUARY WHITE SALE

IS NOW

In Full Swing.

LACE CURTAINS.

All who have seen this splendid assortment of Curtains admit that they are the best values ever offered at such low prices. They come 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	68c.
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
2 1/2 yards long.	Reg. \$2.20 pair.	Sale Price	\$1.90
2 1/2 yards long.	Reg. \$3.50 pair.	Sale Price	\$2.95
2 1/2 yards long.	Reg. \$4.00 pair.	Sale Price	\$3.35
2 1/2 yards long.	Reg. \$4.75 pair.	Sale Price	\$4.00
2 1/2 yards long.	Reg. \$5.75 pair.	Sale Price	\$4.90

Such preparations were made for this Sale that we were assured it would be the greatest of its kind ever planned by this Store.

The manner in which the ladies of St. John's are appreciating our efforts by their presence here in such large numbers, and by their enthusiastic buying, is most satisfying to us.

NO WOMAN WHO HAS A REGARD FOR ECONOMY SHOULD MISS THIS BRILLIANT BARGAIN-GIVING EVENT.

LADIES' FLETTE UNDER-SKIRTS.

In White and Cream, Flounce trimmed with Swiss Embroidery and Torchon Lace; finished with well shaped white cotton band.

Reg. 40c.	Sale Price	31c.
Reg. 55c.	Sale Price	44c.
Reg. \$1.00.	Sale Price	80c.
Reg. \$1.25.	Sale Price	\$1.00
Reg. \$1.45.	Sale Price	\$1.16
Reg. \$1.55.	Sale Price	\$1.24

Misses and Children's UNDERWEAR.

The styles and sizes are so numerous that we are unable to give a detailed description in the small space at our disposal, suffice it to say that all our stock of Children's and Misses' wear has been reduced

10 per cent. to 20 per cent. off the Regular Prices.

The stock includes Knickers, Robes, Bibs, Bodies, Singlets, Day Gowns, Day Flannels, Long and Short Slips, Nightdresses, Pinafores, Peeders, Chemises and Overalls. Hundreds of pretty styles to choose from. The stock is so extensive and the prices so low that you will find it cheaper and more satisfactory in every way to buy your needs here, rather than make them up.

Lace & Embroidery Sale

READ every line. Its worth it.

White Embroideries.

FLOUNCING EMBROIDERIES.

11 inches to 29 inches wide.
Prices 16c. to 63c.

CAMISOLE EMBROIDERIES.

17 inches wide, 25c. to 85c. yard.

EMBROIDERY EDGINGS.

all widths, 3c. to 42c.

EMBROIDERY INSERTIONS.

Different patterns and widths,
7c. to 59c.

Thousands of Pieces

of the Newest, Choicest and Handsomest Patterns in Flouncings, Allovers, Beadings, Edgings, Insertions, Fife and Heavy Laces, &c., at the Lowest Prices ever quoted. We cannot impress upon you too strongly the fact, that the Styles are the newest and choicest procurable and include many excellent patterns.

White and Cream Laces.

VALENCIENNES LACES.
Prices 2c. to 16c. yard.

TORCHON LACES.

All widths. Prices 3c. to 15c. yard.

COTTON LACES.

6c. to 12c.

CREAM & WHITE NET LACES.

6c. to 45c. per yard.

NET OVERLACES.

White and Cream, Prices 25c. to \$1.25 yard.

SILK OVERLACES.

White and Cream, Prices 63c. to \$2.50 yard.

Sale of Furs to be Continued.

During this January White Sale we have decided to continue the **Extraordinary Sale of Furs**

that has been going on for the last three weeks. Such values as are offered during this Sale have seldom been equalled anywhere. We guarantee the style and quality of every Fur in our stock.

This stock includes Fur Collars, Fur Sets, Stoles and Muffs.

Styles and prices are too numerous to mention here, but a personal examination will convince you that this is a GREAT SAVING OPPORTUNITY ON FURS. We take

20 per cent. Discount

off the Regular Prices on ALL FURS during this Sale.

Unequalled Bargains in Ladies' Whitewear.

The extraordinary Price Savings afforded, coupled with the splendid assortments offered at this Sale, brings daily increasing numbers of purchasers to the Royal Stores.



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, neck and front.

NIGHTDRESSES.

Reg. 95c. each.	Sale Price	76c.
Reg. \$1.25 each.	Sale Price	\$1.00
Reg. \$1.60 each.	Sale Price	\$1.23
Reg. \$2.10 each.	Sale Price	\$1.68
Reg. \$2.75 each.	Sale Price	\$2.30
Reg. \$3.25 each.	Sale Price	\$2.69
Reg. \$3.75 each.	Sale Price	\$3.15

KNICKERS.

White Muslin, Nainsook and English Longcloth, trimmed with Galon trimming, Embroidery, Lace and Insertion, some finished with Pink and Pale Blue Silk Ribbon.

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

UNDERSKIRTS.

In White Cotton, Lawn, Cambric and Nainsook, elaborately trimmed with embroidery, tucks, &c., some with Torchon Lace, Ribbon Beading, Frills and Flouncings.

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	\$1.25
Reg. \$2.00 each.	Sale Price	\$1.60
Reg. \$2.50 each.	Sale Price	\$2.05
Reg. \$3.25 each.	Sale Price	\$2.69

CORSET COVERS.

Made of English and American Shirting Cottons, Longcloth and Nainsook; numerous styles, nicely pleated yokes, trimmed with Embroidery, Lace, Insertion and Beading.

Reg. 30c. each.	Sale Price	25c.
Reg. 40c. each.	Sale Price	34c.
Reg. 50c. each.	Sale Price	40c.
Reg. 65c. each.	Sale Price	52c.
Reg. 90c. each.	Sale Price	72c.
Reg. \$1.25 each.	Sale Price	\$1.00
Reg. \$1.45 each.	Sale Price	\$1.16
Reg. \$1.60 each.	Sale Price	\$1.23

Shirtings, Sheetings, &c.



Representing the highest Standard of Quality.

Below we give a few items selected at random from our Heavy Dept. These represent the highest standard of quality made in their own particular class.

WHITE SHIRTING.

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

WHITE SHEETING.

70 ins. wide.	Reg. 30c. yard.	Sale Price, 26c.
70 ins. wide.	Reg. 40c. yard.	Sale Price, 35c.

WHITE FLANNELETTES.

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.

Great Saving Opportunities On Fancy Linen, Tray and Tea Cloths, &c.

Here are a few of the many special values offered in this Department during this Sale:—

TEA CLOTHS.

Trimmed with Lace and Embroidery.
Size 36 x 36. Reg. 65c. each. Sale Price, 50c.
Size 36 x 36. Reg. 75c. each. Sale Price, 60c.
Size 36 x 36. Reg. 85c. each. Sale Price, 68c.

TRAY CLOTHS.

Linen, Hemstitched, Tasseled, Lace and Insertion trimmed.
Size 17 x 27. Reg. 20c. each. Sale Price, 15c.
Size 20 x 30. Reg. 55c. each. Sale Price, 44c.
Size 20 x 30. Reg. \$1.00 each. Sale Price, 80c.

SIDEBORD CLOTHS.
Linen, Hemstitched and Embroidered, Lace, Insertion and Battenburg Trimmed.

Size 12 x 64. Reg. 50c. Sale Price, 40c.
Size 15 x 68. Reg. 50c. Sale Price, 50c.
Size 15 x 68. Reg. 70c. Sale Price, 55c.

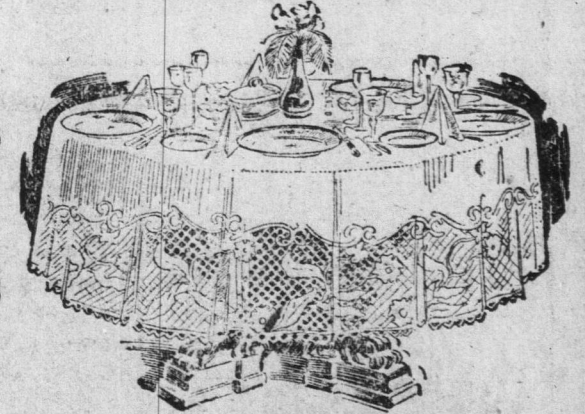
DUCHESS SETS.

White Linen, Battenburg, Lace, Insertion and Embroidery Trimmed, 4 pieces in set.
Size 14 x 60. Reg. 45c. Sale Price, 35c.
Size 14 x 60. Reg. 60c. Sale Price, 48c.
Size 14 x 60. Reg. 85c. Sale Price, 68c.
Size 14 x 60. Reg. \$1.25. Sale Price, \$1.00

D'OYLES.

Linen and Damasks, Trimmed with Crochet Lace, Fringe, etc.; different styles and sizes.
Reg. 7c. ea. Sale Price, 6c.
Reg. 14c. ea. Sale Price, 12c.
Reg. 18c. ea. Sale Price, 14c.

Marvellous Values In Table Linens, Table Cloths and Napkins.



With such a money-saving opportunity before you, the only wise thing to do is to bring a list of your Linen and Damask needs for the next six months.

TABLE CLOTHS.

White Damask, Plain Hem.

Size 66 x 66.	Reg. \$1.25.	Sale Price, \$1.05
Size 84 x 84.	Reg. \$1.80.	Sale Price, \$1.52
Size 84 x 84.	Reg. \$1.80.	Sale Price, \$1.52
Size 84 x 84.	Reg. \$2.50.	Sale Price, \$2.15
Size 84 x 84.	Reg. \$3.50.	Sale Price, \$2.95
Size 84 x 84.	Reg. \$4.00.	Sale Price, \$3.35

Hemstitched.

63 x 62.	Reg. \$2.00.	Sale Price, \$1.68
64 x 68.	Reg. \$2.50.	Sale Price, \$2.10
70 x 106.	Reg. \$4.50.	Sale Price, \$3.75
82 x 122.	Reg. \$6.50.	Sale Price, \$5.50

TABLE NAPKINS.

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

TABLE LINENS.

Bleached.
58 ins. Reg. 30c. yd. Sale Price, 26c.
60 ins. Reg. 30c. yd. Sale Price, 26c.
62 ins. Reg. 60c. yd. Sale Price, 53c.
62 ins. Reg. 75c. yd. Sale Price, 65c.
72 ins. Reg. 90c. yd. Sale Price, 77c.
72 ins. Reg. \$1.10 yd. Sale Price, 94c.
72 ins. Reg. \$1.45 yd. Sale Price, \$1.20

Unbleached.

45 in. wide. Reg. 25c. Sale Price, 21c.
45 in. wide. Reg. 35c. Sale Price, 30c.
52 in. wide. Reg. 45c. Sale Price, 40c.
70 in. wide. Reg. 60c. Sale Price, 53c.
72 in. wide. Reg. 75c. Sale Price, 65c.