

Evening Telegram Fashion Plates.

Home Dressmaker should keep
this Scrap Book of our Pat-
terns. These will be found very
valuable to refer to from time to time.

A NEW AND EFFECTIVE
BATHING SUIT.



Bathing Suit With Bloomers
The feature of this model is the
fast to which the bloomers are
attached. The side front closing is
easy and pleasing. The yoke
may be omitted. Broad tucks
adorn the bust and
waist. The skirt is a two piece
brilliant flannel, saten,
silk may be used for this
The pattern is cut in 2
small, medium and Large. It
requires 44 inch ma-
terial. The medium size
of this illustration mailed
address on receipt of 10c. in
stamps.

The materials for any of these
can be procured from AYRE
& Co., Ltd. Samples on request.
Pattern number. Mail orders
sent to the address.

A CHARMING NEGLIGEE IN
EMPIRE STYLE.



es' Dressing or House Sack.

red chalice in blue and white,
accents of blue on collar and em-
broidered banding for trimming was
for this design. The fronts are
at the neck, which is finished
sailor collar. The short bell
are cool and comfortable.
Pattern is cut in 3 sizes: Small,
medium and Large. It requires 2 1/2
yds of 44 inch material for the Me-
dium size.

Pattern of this illustration mailed
address on receipt of 10c. in
stamps.

Send the above-mentioned
as per directions given below.

No.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

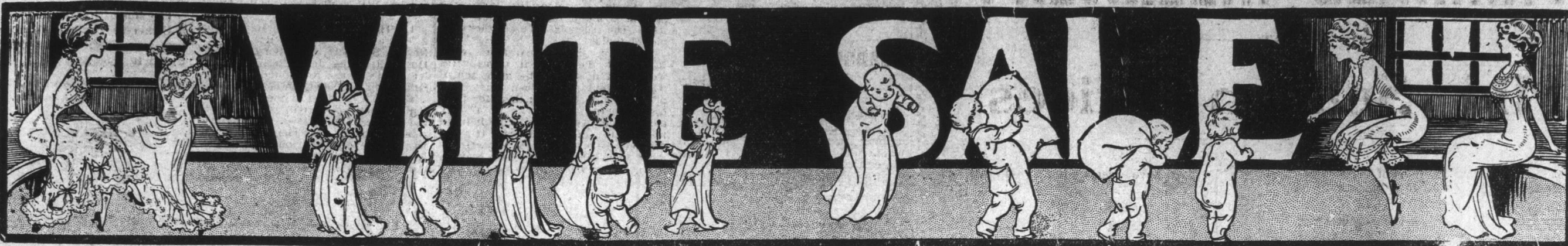
.....

.....

The ROYAL Stores Limited

JUNE-JULY

The ROYAL Stores Limited



VICTORIA LAWN

At Cost Prices.		
38 inches wide.	Reg. 15c. yard for.....	12c.
38 inches wide.	Reg. 16c. yard for.....	12c.
38 inches wide.	Reg. 20c. yard for.....	16c.
38 inches wide.	Reg. 22c. yard for.....	18c.
38 inches wide.	Reg. 25c. yard for.....	20c.
NAINSOOKS.		
36 inches wide.	Reg. 15c. yard for.....	12c.
36 inches wide.	Reg. 20c. yard for.....	16c.
38 inches wide.	Reg. 23c. yard for.....	19c.
38 inches wide.	Reg. 27c. yard for.....	22c.

Day by day this busy store continues to exceed its former selling records.
For that matter every day and month in the past five years it has made satisfactory gains.

In Every Year of This Store's Life It Has Exceeded Every Previous Year in Sales.

We put this last statement in black type because we wish to emphasize the fact—THAT IT IS TRUE.

The public man points to his record and to the endorsement of the people as a vindication of his policies. This busy store, semi-public in its position in the public world, may, without resting under the charge of boasting, point to the above record as a result of its correct business policies—policies that nothing has been able to discourage or cause to waver. What are the policies? **UNDER BUY, UNDER SELL, SATISFACTION, YOUR MONEY BACK, FOR ANY REASON OR NO REASON.**

We say that quality is quality wherever found; we say with increasing emphasis that because of our shrewd methods of buying, and our liberality in selling, you can come to our June-July White Sale and Buy Good, Fresh and New Merchandise, at prices way below their regular selling values.

TUCKED LAWN.

36 inches wide.	Reg. 38c. yard for.....	31c.
36 inches wide.	Reg. 45c. yard for.....	38c.
40 inches wide.	Reg. 48c. yard for.....	42c.
40 inches wide.	Reg. 75c. yard for.....	65c.

Mail Orders for these goods at Sale
Prices must be accompanied with cash.
Our expert staff will fill your orders
promptly and with satisfaction. Try
us with a trial order.

White Wear--Finest and Prettiest--Underpriced.



Ladies' Underskirts.

Ladies' White Lawn Underskirts, with 12
inch frill, hemmed with tucks and em-
brodery, lawn dust frill. Reg. 85c.
each. Sale Price **68c**

Ladies' Underskirts, White Lawn, Frill of
fine wide embroidery, Lawn dust frill.
Reg. \$1.00 each. Sale Price **85c**

Ladies' Underskirts, White Lawn, wide frill
trimmed with clusters of tucks, others
with lace and insertion, Lawn dust frill.
Reg. \$1.25 each. Sale Price **\$1.00**

Ladies' Fine White Cotton Underskirts,
wide frill trimmed with tucks and em-
brodery. Reg. \$1.55 each. Sale Price **\$1.28**

Ladies' Extra Fine White Lawn Under-
skirts, with wide frill, trimmed with
clusters of tucks, net lace and insertion,
dainty patterns. Reg. \$2.00
each. Sale Price **\$1.65**

Ladies' Fine Lawn Underskirts, with extra
wide frill, neatly tucked, fine lace and in-
sertion trimmed. Reg. \$2.50
each. Sale Price **\$2.05**

Ladies' Nainsook Underskirts, with Lawn
dust frill, 19 inch flounce with double
rows of clusters of tucks, dainty Swiss
embroidery and ribbon bead-
ing. Reg. \$3.00 ea. Sale Price **\$2.45**

Ladies' Underskirts, fine Lawn, elaborately
trimmed with Valenciennes Lace and In-
sertion, some with tucks and embroi-
dery, motive design, wide ribbon bead-
ing and bow. Reg. \$3.75 each. Sale Price **\$3.20**

Ladies' White Lawn Underskirts, with wide
frill trimmed with double rows of em-
brodery and ribbon beadings, some Lace
and Insertion trimmed. Reg. \$4.50
each. Sale Price **\$3.75**

Ladies' White Lawn Underskirts, with ex-
tra wide frill of fine tucks, insertion and
embroidery, wide ribbon beadings. Reg.
\$5.00 each. Sale Price **\$4.15**

Ladies' Fine Lawn Underskirts, with extra
wide frill elaborately trimmed with fine
tucks, insertion and wide embroidery.
Reg. \$6.25 each. Sale Price **\$5.10**

Ladies' Fine Lawn Underskirts, with extra
wide frill, trimmed with fine Lace and
Insertion, assorted colors ribbon bead-
ing. Reg. \$6.50 each. Sale Price **\$3.30**

Corset Covers.

Corset Covers, White Cotton, yokes trimmed
with Torchon Insertion and Lace, necks
and arm holes lace trimmed. Reg. 40c.
each. Sale Price **32c**

Corset Covers, White Cotton, high neck,
yokes of three rows of Insertion trimmed
with ribbon beadings, neck and arm holes
lace trimmed. Reg. 60c. each. Sale Price **46c**

Corset Covers, White Cotton, yokes of Tor-
chon and Valenciennes Lace, ribbon bead-
ed, puff sleeves, lace trimmed. Reg. 75c.
each. Sale Price **58c**

Corset Covers, fine White Nainsook, yokes
beautifully trimmed with Valenciennes
Lace, fine tucks and wide ribbon beadings,
waists ribbon beadings. Reg. \$1.10
each. Sale Price **80c**

Corset Covers, fine White Nainsook, yokes
beautifully trimmed with Valenciennes
Lace, fine tucks and wide ribbon beadings,
waists ribbon beadings. Reg. \$1.55
each. Sale Price **\$1.25**

Corset Covers of extra fine Nainsook, yokes
of fine eyelet hand embroidery, finished
with Lace and Galon trimmings, necks and
arm holes lace edged. Reg. \$2.00
each. Sale Price **\$1.60**

Drawers.

Ladies' White Cotton Drawers, trimmed
with embroidery and insertion, some with
clusters of tucks and ribbon
bow. Reg. 70c. pair. Sale Price **55c**

Ladies' White Lawn Drawers, some with
embroidery frill; others with deep lawn
frill trimmed with Valenciennes Lace and
Insertion, umbrellas frills. Reg.
\$1.00 pair. Sale Price **80c**

Ladies' Heavy Quality White Cotton Draw-
ers, frill of beautiful design, embroidery
and insertion to match. Reg.
\$1.10 pair. Sale Price **96c**

Ladies' Extra Fine White Nainsook Knick-
ers, extra wide frill of beautiful design
Torchon Lace and Embroidery, narrow
ribbon beadings and bow. Reg.
\$1.45 pair. Sale Price **\$1.15**

Ladies' Fine White Nainsook Drawers, with
umbrella frill at knees with cluster of
tucks, insertion and lace. Reg. \$1.70
pair. Sale Price **\$1.40**

Nightdresses.

Ladies' White Cotton Nightdresses, fronts
trimmed with clusters of tucks, Embroi-
dery Insertion and two frills of Embroi-
dery, turn down collars. Reg.
\$1.25 each. Sale Price **\$1.00**

Ladies' Nightdresses, fine White Cotton,
square necks trimmed with fine eyelet
embroidery and insertion, buttoned at
side; extra value. Reg. \$1.60
each. Sale Price **\$1.30**

Ladies' Fine White Cotton Nightdresses,
Dutch necks, yokes of Allover Embroi-
dery with wide embroidery beadings and
ribbon bow. Reg. \$2.20 each. Sale Price **\$1.90**

Ladies' White Cotton and Longcloth Night-
dresses, slip-over style, yokes and sleeves
very neatly trimmed with imitation baby
Irish insertion; others with fine tucks
and embroidery, trimming. Reg. \$2.75
ea. Sale Price **\$2.20**

Ladies' White Cotton Nightdresses, Dutch
Collars, yoke has cluster of fine tucks,
Valenciennes Lace and Insertion, sleeves
to match. Reg. \$3.75 each. Sale Price **\$3.10**

We're Going to Have a Great Sale of Wash Goods.

Greater and Better
Than Ever Before

There is not another store in Newfoundland that will
offer such low prices on Wash Goods as we will do during
our great White Sale. Nor will you find any better bar-
gains than those we offer this week. Do not fail to visit
this department—because the offerings will be irresistible.

They comprise fine Irish Dimity Muslins in Stripes,
Dots, Floral effects and cross-bar patterns, some with the
neat hair stripes.

Then there are 1 lques, Brilliants, Shower of Hall Mus-
lins, Jeans, Drills, Linens, Basket Cloths, Organdies and
Opa Lawns.

Sale Prices:
8 cts to 60 cts Yard



Twelve Hundred Ladies' Blouses.



WE have not only reduced the prices on our own New Stock, but our buyer who is now
in New York, sent us, by last Florizel, a Shipment of American Blouses, purchased at a
Big discount in price, which we intend to give our customers the benefit of in this White
Sale. New Fresh Waists, in all sizes—styles are varied and many—but upon one point
all will agree, never has such a collection of Waists been shown.

We expect to dispose of fully one-half in the first 3 days selling.

PRICES---70 cts. to \$3.00.

Children's, Misses' and Infants' Underwear.

MOTHERS should not think of having garments made for their little ones until
after seeing the pretty styles in Children's wear and the extraordinary values this
sale affords. Owing to their being so many styles and sizes, we are unable to give a
detailed description, but the reduction will equal

10 to 20 per cent.

They include Knickers, Robes, Bibs, Bodies, Singlets, Day Gowns, Day Flannels,
Long and Short Slips, Infants' Shirts, Feeders, Nightdresses, Pinafores, Chemises and
Overalls.

THE ROYAL STORES LIMITED

Things are Great or
Small only by comparison.
The more you compare
our prices with others, the
more you become im-
pressed with our Great
Big Bargains.