Wonderful Interest Aroused by the Remarkable Price Reductions at the Royal Stores

June-July **WHITE SALES** Now in Progress

These values are made possible by the exceptional business conditions now prevailing. We are determined to reduce our tremendous Stocks by a drastic reduction of prices. Practically everything is now priced much lower than the present day cost of production. Everyone who can purchase should do so, as these offers cannot be repeated at anything like these prices once the sale is over.

This Sale affords hosts of very remarkable bargains in White Goods of every description. Every fresh announcement made by the Royal Stores contains a list of remarkable bargains. You cannot afford to miss a single item. Read them with care, and come at once to buy to avoid disappointment. Come early in the day.

Special Values in Cotton Dresses

Right now, there is a deal of interest in Gingham Dresses, and never were the Ginghams themselves more attractive or styles more smart and practical. House and Porch Dresses—a fascinating galaxy of them—are ready for your inspection at substantially reduced prices.

Martha Washington Dresses.
Reg. $ 5.75 each for ..$3.80
Reg. $ 6.40 each for ..$4.25
Reg. $ 7.10 each for ..$4.65
Reg. $ 9.00 each for ..$6.00
Reg. $10.25 each for ..$6.80
Reg. $13.20 each for ..$8.80

Organdie Muslin Dresses.
Plain and Fancy colorings; smart Accordeon pleated frill effects.
Reg. $20.00 each for ..$10.00
Reg. $24.00 each for ..$12.00
Reg. $30.00 each for ..$15.00

Sale of Fabric Gloves

Silk Fabric Gloves.
Colors: Navy, Champagne, Black and White.
Reg. $1.80 pair for ..$1.45
Colors: Navy, Pongee, Champagne.
Reg. $2.10 pair for ..$1.70
Colors: Grey and Champagne.
Reg. $2.65 pair for ..$2.10

Griffen Gloves.
Washable Suede, Silk lined, 2 domes; Colors: Pearl, Champagne, Black and White. Sizes 6 to 7½.
Reg. $2.85 pair for ..$2.25

Child's Fabric Gloves.
Grey Lisle Thread with Silk points; 1 dome; sizes 2 to 5.
Reg. 90c. pair for ..72c.

Cashmere Gloves.
Suede lined; 2 domes.
Colors: Tan and Beaver.
Reg. 50c. pair for ..40c.
Colors: Black and Beaver.
Reg. 60c. pair for ..48c.
Colors: Tan and Black.
Reg. 80c. pair for ..64c.
Colors: Beaver and Black.
Reg. $1.30 pair for ..$1.05

Lisle Thread Gloves.
JOB LINES.
Colors: Grey, Brown and Fawn.
Reg. 80c. values for ..60c.
Colors: Fawn, Brown and Black.
Reg. $1.65 pair for ..$1.20
Colors: Brown, Grey and Sand.
Reg. $1.70 pair for ..$1.35

Suedetex Gloves.
For children; in all shades 1 dome; sizes 1 to 6.
Reg. 70c. pair for ..56c.

Washable Suede Gloves.
2 domes; shades of Pearl, Chamois, Brown, Black and White.
Reg. $1.60 pair for ..$1.28
Reg. $1.70 pair for ..$1.35

Velvet Suede Gloves.
Best English makes; perfect fitting; all colors; sizes 6 to 7½.
Reg. $1.85 pair for ..$1.32
Reg. $1.80 pair for ..$1.45
Reg. $1.85 pair for ..$1.50

Smallware Odds & Ends

Substantially reduced from prices that have been below the average right along

WHITE BELTING—2 inch wide. Reg. 35c. yard for 28c.
" " —2½ inch wide. Reg. 40c. yard for 32c.
" " —3 inch wide. Reg. 50c. yard for 40c.
WHITE HAT ELASTIC—SILK—Reg. 13c. yard for ..10c.
WHITE GARTER ELASTIC—Reg. 50c. yard for ..40c.
WHITE COTTON TAPES—All widths. Reg. 9c. piece for 7c.
WHITE LINEN TAPES—All widths. Reg. 18c. piece for 15c.
DRESSING COMBS—Reg. 45c. each for ..36c.
" " —Reg. 80c. each for ..64c.
TOOTH BRUSHES—Reg. 30c. each for ..24c.
BONE KNITTING PINS—11 & 12 inch. Reg. 57c. set for 50c.
SLEEVE PROTECTORS—Reg. 20c. pair for ..16c.
COATS' CROCHET COTTON—Special per ball ..22c.
CHADWICK'S CROCHET COTTON—Special per ball ..20c.
ANCHOR SEWING COTTON—200 yd. reels. Special ..10c.
WHITE DARNING COTTON—Reg. 9c. ball for ..7c.
WHITE BOOT LACES—54 inch. Reg. 7c. pair for ..6c.
" " " —45 inch. Reg. 6c. pair for ..5c.
WHITE DRY SHOE CLEANER—Reg. 17c. pkt. for ..12c.
PAPER PLATES—Small size. Special each ..5c.
" " —Large size. Special each ..7c.
PAPER LUNCH SETS—Reg. $1.25 Set for ..$1.00
WHITE TISSUE PAPER—Reg. 13c. dozen sheets for ..15c.
CREPE NAPKINS—Reg. 10c. dozen for ..8c.

Coloured Dress Voiles

Exquisite New Voiles that are fairly a-bloom with summer flowers. You'l love them all. Colors range from dark shades to snowy white; width 38 inches.
Regular 65c. yard for ..59c.
Regular 80c. yard for ..70c.

White Shirting
36 inches wide; soft finish.
Special per Yard
25c.

Boys' Wash Suits

20 dozen Suits, made of strong Cotton Twills, white grounds with neat striped designs; tunic and romper styles; to fit boys of 3 to 8 years. Prices according to size $2.25, $2.52, $2.70, $3.06, $3.29 and $3.56.

White Hosiery

The array of White Hosiery that is displayed in this department for the Sale is extensive in its variety.
Cotton Hose.
Reg. 30c. pair for ..25c.
Reg. 45c. pair for ..38c.
Lisle Thread.
Reg. 85c. pair for ..75c.
Reg. $1.30 pair for ..$1.00
Reg. $1.80 pair for ..$1.20
Artificial Silk.
Reg. $1.25 pair for ..$1.09
Pure Silk.
Reg. $1.75 pair for ..$1.49

Middy Blouses

Navy, Red and White collars, strong White Jean bodies; Children's Middies, 6 to 10 years.
Reg. $2.40 each for ..$1.50
Reg. $3.50 each for ..$1.75
Reg. $3.85 each for ..$2.75
Reg. $4.50 each for ..$3.25
Reg. $4.80 each for ..$3.75
Women's Middies, sizes 38 to 42 inches; Pink and Sailor collars.
Reg. $5.10 each for ..$4.25

White Cambric
36 inches wide.
Reg. 35c. yard for
29c.

White Untrimmed Hats

White Straw Hats are rapidly swinging into favor now that the warm days are near. Their cool, snowy appearance is certainly grateful to the eye when the sun gets really warm. During this Sale you will find here a large assortment of smart straw shapes, offered at a fraction of their actual worth. Large, medium and close-fitting shapes to suit all types—and in all qualities. Selling at

Half Price

Einen Tea Cloths
Pure Linen; Size 20 x 28 inches; Red and Blue borders.
Reg. 80c. each for ..55c.

White Flette.
(27 inches wide.)
Special per yard ..22c.

White Jean.
(27 inches wide.)
Reg. 85c. yard for ..75c.
Reg. $1.20 yard for ..$1.05

Lace and Muslin Neckwear

All women will find plenty to interest them at the Neckwear Counter. A host of pretty Neckwear Pieces in Lace, Muslin, Silk, Georgette, etc.; all selling at Reduced Prices.

Regular 20c. each for ..16c.
Regular 30c. each for ..25c.
Regular 45c. each for ..38c.
Regular 60c. each for ..50c.
Regular 90c. each for ..76c.
Regular $1.25 each for ..$1.05
Regular $1.45 each for ..$1.20
Regular $1.80 each for ..$1.50
Regular $2.40 each for ..$1.97
Regular $2.75 each for ..$2.25

Dainty Frillings

White Lace Neck Frillings.
Reg. 25c. yd. for 20c.
Reg. 30c. yd. for 25c.
Reg. 35c. yd. for 29c.

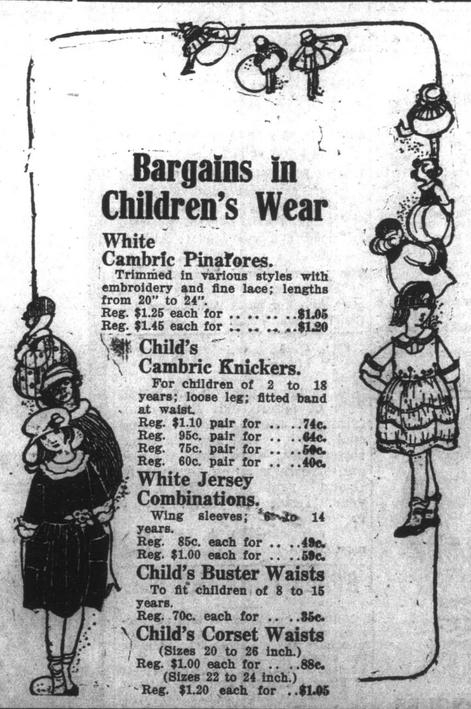
White Chiffon Frillings.
Reg. 35c. yd. for 29c.
Reg. 40c. yd. for 34c.
Reg. 45c. yd. for 38c.
Reg. 55c. yd. for 46c.

Dress Shields

In an assortment of good makes; all sizes and weights.
Reg. 55c. pr. for 46c.
Reg. 70c. pr. for 59c.
Reg. 90c. pr. for 76c.
Reg 1.10 pr. for 93c.
Reg. 1.90 pr. for 1.57

Hose Supporters

Strong elastic web
Strong elastic webbing and metal fasteners.
Reg. 20c. pr. for 16c.
Reg. 65c. pr. for 55c.
Reg. 70c. pr. for 59c.
Reg. 95c. pr. for 83c.



Bargains in Children's Wear

White Cambric Pinafores.
Trimmed in various styles with embroidery and fine lace; lengths from 20" to 24".
Reg. $1.25 each for ..$1.05
Reg. $1.45 each for ..$1.20

Child's Cambric Knickers.
For children of 2 to 13 years; loose leg; fitted band at waist.
Reg. $1.10 pair for ..74c.
Reg. 95c. pair for ..64c.
Reg. 75c. pair for ..50c.
Reg. 60c. pair for ..40c.

White Jersey Combinations.
Wing sleeves; 6 to 14 years.
Reg. 85c. each for ..49c.
Reg. $1.00 each for ..59c.

Child's Buster Waists
To fit children of 8 to 15 years.
Reg. 70c. each for ..35c.

Child's Corset Waists
(Sizes 20 to 26 inch.)
Reg. $1.00 each for ..88c.
(Sizes 22 to 24 inch.)
Reg. $1.20 each for ..$1.05

Men's Collars

Soft Collars, plain and fancy designs; newest styles; all sizes.
Reg. 35c. ea. for 24c.
Reg. 45c. ea. for 29c.
Reg. 55c. ea. for 43c.
Reg. 60c. ea. for 53c.

Sailor Collars

Embroidered and Jersey knit Collars.
Reg. 35c. ea. for 30c.
Reg. 40c. ea. for 35c.
Reg. 45c. ea. for 39c.
Reg. 55c. ea. for 48c.

Rubber Collars

In all popular shapes and sizes.
Reg. 25c. ea. for 22c.
Reg. 30c. ea. for 26c.
Reg. 35c. ea. for 30c.

The Baby's Store

Pretty things for wee tots. This is the time to buy if you would dress the little folk in daintty, attractive things at very low cost. These items are worth investigating.

Infants' Voile Dresses.
Finished with embroidery and insertion; to fit infantts of 1 and 2 years; trimmed with embroidery and insertion; short sleeves; belt of ribbon.
Reg. $5.00 each for ..$3.90
Reg. $6.75 each for ..$4.95
Reg. $4.00 each for ..$3.00

Infantts' Silk Dresses.
Soft White Jap Silk Dresses; trimmed narrow insertion and H.S.
Reg. $6.50 each for ..$5.25

Cambric Night Dresses.
White Cambric of excellent quality; round necks and short sleeves; finished with embroidery; all sizes.
Reg. $1.35 each for ..$1.10
Reg. $1.45 each for ..$1.20
Reg. $1.55 each for ..$1.35
Reg. $1.60 each for ..$1.45

Infants' Cambric Robes.
Finished with Val. Lace, tucks and Embroidery.
Reg. $3.00 each for ..$2.24
Reg. $4.00 each for ..$3.32
Reg. $4.75 each for ..$3.95
Reg. $5.25 each for ..$4.24
Reg. $7.50 each for ..$6.58

Infants' Day Dresses.
White Cambric; yokes and sleeves finished with fine lace and insertion.
Reg. $1.25 each for ..$1.05
Reg. $1.50 each for ..$1.25
Reg. $1.85 each for ..$1.53
Reg. $2.50 each for ..$2.05

Infants' Long Slips.
In White Cambric of fine quality; Val. lace and embroidery trimming.
Reg. $1.35 each for ..$1.10
Reg. $2.25 each for ..$1.92
Reg. $2.50 each for ..$2.05
Reg. $3.00 each for ..$2.34

White Canvas Footwear

Every thing points to a record Sale; Canvas Footwear for instance—is displayed in greater variety and lower prices than ever, at this Store; although stocks are getting scarce elsewhere.

Women's Canvas Boots.
White; Laced styles; all sizes.
Reg. $5.20 pair for ..$4.69

Women's Canvas Pumps.
White; Leather soles and medium heels.
Reg. $3.35 pair for ..$3.02
Reg. $3.90 pair for ..$3.51

Child's Strap Shoes.
White Canvas—Sizes 4 to 8.
Reg. $2.15 pair for ..$1.93
White Canvas—Sizes 9 to 11.
Reg. $2.55 pair for ..$2.30

Kid Shoes.
Strapped styles; White Kid; all sizes.
Reg. $5.85 pair for ..$5.28

Child's Canvas Boots.
Laced-up styles; sizes 9 to 11.
Reg. $3.35 pair for ..$3.02

Women's Canvas Boots.
With rubber soles; all sizes.
Reg. $4.20 pair for ..$3.35

Women's Canvas Shoes.
White—With rubber soles.
Reg. $3.25 pair for ..$2.50

Men's Shirts

People looking for real, bed-rock economy on Men's Furnishings will find this White Sale a worthy effort to keep prices at low levels.

Men's Negligee Shirts.
Striped designs on Light grounds; soft cuffs; all sizes.
Reg. $1.90 each for ..$1.60
Reg. $3.50 each for ..$2.95
Reg. $3.75 each for ..$2.50
Reg. $4.00 each for ..$3.35

White Madras Shirts.
Men's sizes; self-striped patterns; soft double cuffs; all sizes.
Reg. $2.00 each for ..$1.25
Reg. $4.20 each for ..$2.50

Stanfield's Underwear.
Summer weight; all Wool; Shirts and Drawers.
Reg. $3.50 garment for $2.75
Reg. $4.10 garment for $3.25
Reg. $6.50 garment for $5.00

Men's White Socks.
Finest quality Lisle thread; sizes 10, 10½ and 11 inch.
Reg. 60c. pair for ..50c.
Reg. $1.20 pair for ..$1.00

Men's Night Shirts.
White Cotton, exceptionally well made and finished.
Reg. $2.20 each for ..$1.75
Reg. $3.00 each for ..$2.40

Men's Pyjamas.
Striped designs in high-grade Flette; all sizes.
Reg. $5.50 suit for ..$3.50

The Royal Stores, Ltd.