

## The Great Annual

JUNE  
JULY

WHITE

SALE



## VALUES FOR EVERYBODY--Brisk Buying



## Men's Shirts

All kinds of Shirts for men and Boys—coloured stripes as well as White—are reduced in price for this Sale.

Men! this is your chance to stock up on Shirts.

## Negligee Shirts.

Assorted fancy stripes, soft cuffs; all sizes; fine quality Cottons.

Reg. \$2.00 each for... \$1.50

Reg. \$2.25 each for... \$1.95

Reg. \$2.75 each for... \$2.45

Reg. \$3.25 each for... \$2.95

Reg. \$3.50 each for... \$3.15

Reg. \$4.25 each for... \$3.95

## Men's White Cotton Nightshirts.

Sizes 15, 16, 17; with and without collars.

Reg. \$2.25 each for... \$1.95

Reg. \$3.00 each for... \$2.70

## Boys' Cream Flette Shirts.

Size 12. Reg. \$2.35 for \$2.05

Size 12½. Reg. \$2.40 for \$2.10

Size 13. Reg. \$2.45 for \$2.15

Size 13½. Reg. \$2.50 for \$2.20

## Boys' Rubber Collars.

Reg. 25c. each for... 21c.

Reg. 30c. each for... 26c.

Reg. 35c. each for... 30c.

## Men's Collars.

Rubber and Celluloid; all sizes.

Reg. 40c. each for... 35c.

Reg. 45c. each for... 39c.

## White Tunic Shirts.

Stiff cuffs; sizes 14 to 16; plain and self stripes.

Reg. \$1.50 each for... \$1.45

Reg. \$2.00 each for... \$1.90

Reg. \$2.75 each for... \$2.45

Reg. \$3.85 each for... \$3.47

Reg. \$4.20 each for... \$3.75

## Balbriggan Underwear.

Vests and Pants in all sizes.

Reg. \$1.50 garment for... \$1.35

## Striped Flette Pants.

Assorted colors; Linen neckband.

Reg. \$3.25 each for... \$2.95

## Write Dress Bows.

Fine Cambric; elastic fasteners.

Reg. 12c. each for... 10c.

Reg. 15c. each for... 12c.

Reg. 25c. each for... 21c.

Reg. 35c. each for... 30c.

—It doesn't take the women of St. John's long to find out a good thing.  
—They have read our announcement of this Sale.  
—They have come down to the Store and found that the values are better than they ever dreamed they would be.  
—They found every department packed with "good things" marked at prices that are really low.  
—Is it any wonder that this Sale up to date has been a wonderful success?  
—The point right now is—

There are plenty of values for everybody concerned, but the early buyer gets the best choice.

## A Rare Chance to Save Money on Children's Wear

Pay an early visit to this Department, because it is just here and now that you can affect real savings on all Children's Wear.



## Pinafores.

White Muslin, plain and fancy; sizes from 18 in. lengths to 24 in.

Reg. 55c. each for... 44c.

Reg. 65c. each for... 52c.

Reg. 75c. each for... 60c.

Reg. 90c. each for... 72c.

Reg. \$1.10 each for... 88c.

Reg. \$1.25 each for... \$1.00

Reg. \$1.40 each for... \$1.12

Reg. \$1.70 each for... \$1.35

## Middy Dresses.

In White Jean for children of 6 to 14 years.

Reg. \$5.25 each for... \$4.30

Reg. \$5.50 each for... \$4.50

Reg. \$6.00 each for... \$4.95

Reg. \$7.00 each for... \$5.75

Reg. \$8.75 each for... \$7.25

Reg. \$9.00 each for... \$7.97

## Child's White Dresses.

Of Embroidery and Muslins in dainty designs; in sizes to fit children of all ages.

Reg. \$2.25 each for... \$1.90

Reg. \$2.75 each for... \$2.30

Reg. \$3.25 each for... \$2.60

Reg. \$3.50 each for... \$2.90

Reg. \$4.50 each for... \$3.75

Reg. \$5.50 each for... \$4.50

Reg. \$6.75 each for... \$5.63

Reg. \$7.20 each for... \$5.95

Reg. \$9.75 each for... \$8.25

## White Embroideries and Laces



Hundreds of yards of New Embroideries and Laces are offered at remarkably low prices. There is an enormous demand for this class of goods and an early clearance is expected, so don't delay. Secure your needs as early as possible.

## White Flette Embroidery.

Width 2 in. Reg. 18c. yd. for 15c.

2½ in. Reg. 20c. yd. for 16c.

3½ in. Reg. 30c. yd. for 25c.

## Trilby Embroidery.

Width 2½ in. Reg. 20c. yd. for 16c.

2½ in. Reg. 23c. yd. for 19c.

2½ in. Reg. 25c. yd. for 20c.

## White Overlace.

Splendid new designs; assorted widths.

Reg. 85c. yard for... 72c.

Reg. \$1.00 yard for... 85c.

Reg. \$1.25 yard for... \$1.07

Reg. \$1.50 yard for... \$1.15

Reg. \$2.25 yard for... \$1.55

Reg. \$2.40 yard for... \$1.97

## White and Cream Net Laces.

In assorted widths, from 3 to 10 inches.

Reg. 15c. yard for... 15c.

Reg. 35c. yard for... 30c.

Reg. 50c. yard for... 42c.

Reg. 75c. yard for... 65c.

Reg. \$1.10 yard for... 98c.

## Tea Aprons

In White Muslin, with and without bibs; assorted designs.

Reg. 75c. each for... 60c.

Reg. 90c. each for... 72c.

Reg. \$1.20 each for... 96c.

Reg. \$1.40 each for... \$1.12

Reg. \$2.00 each for... \$1.60

## White Linen Aprons.

Nursing styles, with and without bibs.

Reg. \$1.40 each for... \$1.12

## Overalls.

Of strong colored cottons.

Reg. \$1.50 each for... \$1.20

Reg. \$1.75 each for... \$1.40

Reg. \$2.20 each for... \$1.75

Reg. \$2.50 each for... \$2.05

## Cotton Aprons.

Colored, without bibs.

Reg. 95c. each for... 76c.

Reg. \$1.25 each for... \$1.00

## Black Sateen Aprons.

Reg. \$1.40 each for... \$1.12

Reg. \$2.75 each for... \$2.30

## Dainty Neckwear

## White Muslin Collars.

Embroidery and lace trimmed.

Reg. 20c. each for... 16c.

Reg. 45c. each for... 38c.

Reg. 65c. each for... 55c.

Reg. 75c. each for... 65c.

Reg. 85c. each for... 68c.

Reg. \$1.35 each for... \$1.15

Reg. \$1.80 each for... \$1.52

## White Linen Collars.

Many have cuffs to match.

Reg. 20c. each for... 16c.

Reg. 65c. each for... 47c.

Reg. 70c. each for... 60c.

## White Georgette Collars.

Various pretty designs, trimmed with lace and embroidery.

Reg. \$1.60 each for... \$1.30

Reg. \$2.60 each for... \$2.15

Reg. \$3.25 each for... \$2.69

## White Millinery

A large assortment of Ready-to-Wear and Untrimmed Hats are reduced in price during this Sale. A great chance to secure your needs for the rest of the summer.



## Trimmed Leghorn Hats.

Fine White Straws; the season's newest shapes.

Reg. \$1.90 each for... \$1.53

Reg. \$2.75 each for... \$2.09

Reg. \$12.75 each for... \$10.49

## White Trimmed Panamas.

Reg. \$3.85 each for... \$3.15

Reg. \$4.50 each for... \$3.75

Reg. \$7.75 each for... \$6.43

## Ready-to-wear Tuscan Hats.

Reg. \$5.50 each for... \$4.47

Reg. \$10.25 each for... \$8.43

## Ready-to-wear Straws—Chip &amp; Tape

Reg. \$1.85 each for... \$1.50

Reg. \$1.95 each for... \$1.57

Reg. \$2.25 each for... \$2.69

## Untrimmed Hats.

White Straw; all new shapes.

Reg. \$2.55 each for... \$2.04

Reg. \$3.00 each for... \$2.50

Reg. \$3.75 each for... \$3.15

Reg. \$4.25 each for... \$3.59

Reg. \$5.00 each for... \$4.10

## White Pique Collars.

Reg. 65c. each for... 55c.

Reg. \$1.35 each for... \$1.15

Reg. \$1.75 each for... \$1.45

## Quilts, Sheets, Lace Curtains, etc.



Remarkable Values. It will be a long time before such prices can be quoted for such quantities. Don't let this opportunity slip by.

## Twilled Sheets.

Well finished; hemmed.

Size 2 x 3½. Reg. \$9.50 pr. for \$ 8.05

Size 2½ x 3. Reg. 13.50 pr. for \$11.45

## Pillow Cases.

Plata and Taupe.

Reg. 60c. each for... 49c.

Reg. 70c. each for... 59c.

Reg. \$1.40 each for... \$1.20

Reg. \$1.60 each for... \$1.35

Reg. \$1.80 each for... \$1.55

Reg. \$2.00 each for... \$1.70

Reg. \$2.20 each for... \$1.90

Reg. \$2.40 each for... \$2.10

Reg. \$2.60 each for... \$2.30

Reg. \$2.80 each for... \$2.50

Reg. \$3.00 each for... \$2.70

Reg. \$3.20 each for... \$2.90

Reg. \$3.40 each for... \$3.10

Reg. \$3.60 each for... \$3.30

Reg. \$3.80 each for... \$3.50

Reg. \$4.00 each for... \$3.70

Reg. \$4.20 each for... \$3.90

Reg. \$4.40 each for... \$4.10

Reg. \$4.60 each for... \$4.30

Reg. \$4.80 each for... \$4.50

Reg. \$5.00 each for... \$4.70

## White Marcella Quilts.

3 x 2½ yds. Reg. 6.25 for \$5.35

2 x 2½ yds. Reg. 7.00 for \$5.90

2 x 2½ yds. Reg. 7.25 for \$6.15

2 x 3 yds. Reg. 9.00 for \$7.60

## White Lace Curtains.

Length 2½ yds. Reg. 2.55 pr. for \$2.15

2½ yds. Reg. 3.00 pr. for \$2.55

2½ yds. Reg. 3.50 pr. for \$2.95

3 yds. Reg. 7.25 pr. for \$6.15

3 yds. Reg. 9.75 pr. for \$8.35

3½ yds. Reg. 12.00 pr. for 10.20

## White Turkish Towels.

Reg. 35c. each for... 30c.

Reg. 45c. each for... 39c.

Reg. 55c. each for... 47c.

Reg. \$1.10 each for... 95c.

Reg. \$1.20 each for... \$1.00

Reg. \$1.40 each for... \$1.20

## White Crochet Quilts.

Size 2 x 2½. Reg. \$3.00 ea. for \$2.55

2 x 2½. Reg. \$3.40 ea. for \$2.95

2 x 2½. Reg. \$4.00 ea. for \$3.55

2 x 2½. Reg. \$4.25 ea. for \$3.77

## DAINTY UNDERWEAR at Sale Prices



Huge stocks of Snowy White Underthings, with here and there a touch of dainty Pink or Sky. It is a sight to gladden the feminine eye. A glance at the prices and qualities will convince you that this is a great chance to save money.

Buying now, your