

# Demonstrating the Price Attractions of Our White Sale



**THERE IS A REASON WHY!** The crowds thronging to our counters to-day, the enthusiasm manifested by the shoppers who attended the opening, the extra staff this store has lately had to engage to insure prompt and good service, are many additional proofs to our claim that this store is never undersold—that we carry stocks to satisfy the most exacting demands and this at reasonable prices, that the service given is unexcelled, and above all we consider the interest of our customers first. Our guarantee—Satisfaction or your money refunded.

## Our Sale of Ladies', Misses' & Children's Underwear

It would be impossible to find better values, more complete and well selected assortments, a finer quality than we present in this White Sale. Everything about the garments—fabrics, workmanship, trimmings—denotes excellence. Nothing has been overlooked; then, too, the very moderate prices prove most attractive to economically inclined women.

### Ladies' Underskirts

Ladies' White Underskirts, with 12 inch full, trimmed with tucks and embroidery, lawn dust frill. Reg. 85c. each. Sale Price **68c**

Ladies' Underskirts, White Lawn, wide full 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 full frill trimmed with tucks and embroidery. Reg. \$1.55 each. Sale Price **\$1.28**

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

Ladies' Fine Lawn Underskirts, with extra wide full, neatly tucked, fine lace and insertion trimmed. Lawn dust frill lace 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 beading. Reg. \$3.00 each. Sale Price **\$2.45**

Ladies' Underskirts White Lawn, frill of fine wide embroidery, Lawn dust frill. Reg. \$1.90 each. Sale Price **85c**

Ladies' Underskirts, fine Lawn, elaborately trimmed with Valenciennes lace and insertion, some with tucks and embroidery, motive design, wide ribbon beading and bow. Reg. \$3.75 each. Sale Price **\$3.20**

Ladies' White Lawn Underskirts, with wide full frill trimmed with double rows of embroidery and ribbon beading, some lace and insertion trimmed. Reg. \$4.50 each. Sale Price **\$3.75**

Ladies' White Lawn Underskirts, with extra wide full of fine tucks, insertion and embroidery, wide ribbon beading. Reg. \$5.00 each. Sale Price **\$4.15**

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

Ladies' Fine Lawn Underskirts, with extra wide full, trimmed with fine lace and insertion, assorted colors ribbon beading. Reg. \$6.50 each. Sale Price **\$5.30**

### Corset Covers

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

Corset Covers, White Cotton, high necks, yokes of three rows of insertion trimmed with ribbon beading, neck and arm holes lace trimmed. Reg. 60c. ea. Sale Price **46c**

Corset Covers, White Cotton, yokes of Torchon and Valenciennes lace, ribbon beading, puff sleeves, lace trimmed. Reg. 75c. each. Sale Price **58c**

Corset Covers, fine Lawn, all over embroidery yokes, others with four rows of Valenciennes Insertion let in, necks and waist ribbon beading. Reg. \$1.00 each. Sale Price **80c**

Corset Covers, fine White Nainsook, yokes beautifully trimmed with Valenciennes lace, fine tucks and wide ribbon beading, waists ribbon beading. 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 trimming, 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 Drawers, frill of beautiful design, embroidery and insertion to match. Reg. \$1.10 pair. Sale Price **96c**

Ladies' Extra Fine White Nainsook Knickers, extra wide full of beautiful design Torchon lace and embroidery, narrow ribbon beading 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, Embroidery Insertion and two frills of Embroidery, turn down collars. Reg. \$1.25 ea. 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 all over Embroidery with wide embroidery beading and ribbon bow. Reg. \$2.30 each. Sale Price **\$1.90**

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

Ladies' White Cotton Nightdresses, Dutch collars, yokes has cluster of fine tucks, Valenciennes lace and insertion, sleeves to match. Reg. \$3.75 each. Sale Price **\$3.10**

## 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 there being so many styles and sizes, we are unable to give a detailed description, but the reductions 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.

## BRIDAL SETS---

Consisting of Drawers, Nightdresses, Chemises and Camisoles, all to match; no two patterns alike. Reg. \$7.00 for \$5.75. \$9.00 for \$7.25. \$9.75 for \$7.90. \$10.50 for \$8.45.

### Linen Tablecloths.

Another opportunity to purchase high class Linen Table Cloths at very low prices. Our own fine stock within your reach during this White Sale at much less than ordinary prices:

#### Table Cloths (Hemmed.)

	Worth	Sale Price
66 x 66 inches	\$1.25	\$1.00
72 x 72 inches	\$1.50	\$1.25
72 x 72 inches	\$2.00	\$1.60
72 x 90 inches	\$2.60	\$2.10
72 x 90 inches	\$4.00	\$3.35
72 x 72 inches	\$5.00	\$4.20
72 x 108 inches	\$5.25	\$4.80

#### Table Cloths (Hemstitched.)

	Worth	Sale Price
63 x 63 inches	\$2.30	\$1.75
66 x 86 inches	\$3.75	\$2.15
70 x 104 inches	\$6.00	\$4.90

#### Table Napkins (Hemmed.)

	Worth	Sale Price
19 x 19 inches	11c.	9c.
20 x 20 inches	14c.	11c.
22 x 22 inches	18c.	14c.
22 x 22 inches	22c.	18c.
24 x 24 inches	28c.	23c.
25 x 25 inches	35c.	29c.

### HORROCKSES SHIRTINGS.

Guaranteed free from dressing, best English manufacture.

32 inches wide.	Reg. 17c. yard for	14c.
36 inches wide.	Reg. 20c. yard for	16c.
36 inches wide.	Reg. 24c. yard for	20c.
36 inches wide.	Reg. 27c. yard for	22c.

#### White Twill Calico.

36 inches wide.	Reg. 16c. yard for	13c.
36 inches wide.	Reg. 18c. yard for	15c.

## Household Linens, Sheets, Sheetings, Shams, Pillow Cases, Quilts, Etc., Etc.



The secret of the popularity of our staple department lies in this fact—that the values are unexcelled, and in most cases without equals in St. John's. There's one thing you're absolutely sure of here—the very best returns in dependable qualities for the money invested. You'll do well to see these lines in household necessities for the first week's selling.

**SHEETS**—A special line of good English Sheets, made from a fine pure cotton, perfectly free from dressing; nicely hemmed.

Size 58 x 78 inches.	Regular \$1.25 pair for	\$1.00
Size 68 x 86 inches.	Regular \$1.60 pair for	\$1.30
Size 68 x 90 inches.	Regular \$1.75 pair for	\$1.45
Size 70 x 90 inches.	Regular \$2.00 pair for	\$1.65
Size 70 x 90 inches.	Regular \$2.50 pair for	\$2.10
Size 80 x 100 inches.	Regular \$3.25 pair for	\$2.65
Size 80 x 100 inches.	Regular \$4.00 pair for	\$3.25
Size 80 x 120 inches.	Regular \$4.50 pair for	\$3.85

### Mail Orders Receive Our Best Attention.

#### WHITE QUILTS.

370 American White Crochet, Honeycomb and Marcella Quilts, some fringed, some plain and others hemmed. A rare bargain.

Reg. \$1.00	\$1.20	\$1.50	\$2.00	\$2.20	\$2.50	3.00
for	for	for	for	for	for	for
80c.	\$1.00	\$1.20	\$1.65	\$1.80	\$2.15	2.50

#### TRAY CLOTHS—Linen and Embroidered.

Size 18 x 27 inches.	Reg. 40c. each for	34c.
Size 18 x 27 inches.	Reg. 45c. each for	36c.
Size 18 x 27 inches.	Reg. 50c. each for	42c.
Size 18 x 27 inches.	Reg. 60c. each for	50c.
Size 18 x 27 inches.	Reg. 60c. each for	55c.
Size 18 x 27 inches.	Reg. 80c. each for	62c.

#### TEA CLOTHS—Battenburg Lace trimmed.

Size 32 x 32 inches.	Reg. 90c. each for	70c.
Size 36 x 36 inches.	Reg. \$1.00 each for	80c.
Size 36 x 36 inches.	Reg. \$1.25 each for	95c.
Size 36 x 36 inches.	Reg. \$1.35 each for	\$1.10

#### PILLOW CASES—Filled and Hemstitched, made from a good wearing cotton.

Size 20 x 30 inches.	Reg. 30c. each for	25c.
Size 20 x 30 inches.	Reg. 35c. each for	29c.
Size 20 x 30 inches.	Reg. 40c. each for	30c.
Size 20 x 30 inches.	Reg. 45c. each for	36c.
Size 20 x 30 inches.	Reg. 50c. each for	40c.
Size 20 x 30 inches.	Reg. 60c. each for	48c.
Size 20 x 30 inches.	Reg. 75c. each for	60c.

#### PILLOW SHAMS—Filled, Hemstitched and Embroidered.

Size 24 x 34 inches.	Reg. 70c. each for	55c.
Size 24 x 34 inches.	Reg. 75c. each for	60c.
Size 24 x 34 inches.	Reg. 90c. each for	72c.
Size 24 x 34 inches.	Reg. \$1.00 each for	80c.
Size 24 x 34 inches.	Reg. \$1.25 each for	96c.
Size 24 x 34 inches.	Reg. \$1.50 each for	\$1.20
Size 24 x 34 inches.	Reg. \$1.80 each for	\$1.44

Every Transaction at This Store is the Strongest, the Best Advertisement We Can Have

**THE ROYAL STORES LIMITED**

The "Royal Stores" is a Store to Back Words With Deeds, New Merchandise at Bargain Prices.