

Revelations in VALUE Giving JUNE AT THE ROYAL STORES.

ORDER BY MAIL.

The mails make us all neighbours. You can shop as safely and satisfactorily at this Store by letter as if you were here in person.

All orders for White Sale Goods will receive special attention.

A Red Letter Day In Quilts

Never before were we able to offer you better values in White Quilts than at present. An opportunity to purchase on exceptionally favorable terms presented itself recently, and we are now in possession of a stock of White Crochet and Marcella Quilts worthy of our already well known reputation.

We wish our many customers and the public generally to participate in this Sale.

Some are marked half their usual values and some a third less. Prices range from

\$1.18 to \$3.50

Honeycomb and Marcella Quilts,

From our Regular Stock at Sale Prices

HONEYCOMB.	MARCELLA.
9/4 SIZE.	10/4 SIZE.
Regular 75c. for61c.	Regular \$2.75 for2.25
Regular 80c. for68c.	Regular \$3.00 for2.55
10/4 SIZE.	11/4 SIZE.
Regular \$1.60 for1.35	Regular \$3.00 for2.55
Regular \$2.50 for2.10	Regular \$4.50 for3.75
Regular \$2.75 for2.35	Regular \$3.40 for2.85
12/4 SIZE.	12/4 SIZE.
Regular \$3.00 for2.55	Regular \$3.40 for2.85
Regular \$3.50 for2.95	Regular \$4.00 for3.25
Regular \$4.00 for3.25	Regular \$4.50 for3.75
Regular \$4.25 for3.57	Regular \$5.50 for4.65
Regular \$4.50 for3.78	Regular \$7.00 for5.90

WHITE-SALES

This Store has put forth an endeavour never before equalled to offer extraordinary values in seasonable high-class Merchandise of Character, Style and Quality, during this their Fourteenth White Sale. And as a result of the sharp concessions from regular prices on our own distinctive stock, in addition to the unprecedented values in desirable lines purchased specially for this Sale, great selling activity is expected, exceeding that of any previous Sale.



Our June Sale of Ladies' Whitewear brings you the sort of garments you want, at less than you can buy them anywhere else. Not only lowest prices, but lower prices coupled with better qualities. This is the keynote of our June White Sale of Misses', Children's and Women's White Underwear. No cheaply made or inferior goods, nothing that won't give good service, but plenty of good-looking, well-made, perfect-fitting, long-wearing garments. That's what you'll obtain here at surprisingly little prices.

Commencing Friday

June 9th.

Pillow Cases, Shams and Sheetings.

The secret of the popularity of our staple department lies in this fact—that the values are unexcelled, and in most cases without equal in St. John's.

Pillow Cases	Pillow Shams
PLAIN TAPED.	Frisled & Embroidered.
Regular 12c. for10c.	Regular 50c. for40c.
Regular 15c. for12c.	Regular 60c. for48c.
Regular 25c. for20c.	Regular 75c. for60c.
Regular 45c. for36c.	Regular 80c. for64c.
HEMSTITCHED.	Regular 90c. for72c.
Regular 40c. for32c.	Regular \$1.10 for88c.
Regular 55c. for44c.	Regular \$1.20 for96c.
Regular 65c. for52c.	FRILLED.
FRILLED.	Regular 75c. for60c.
Regular 20c. for16c.	H. S. AND EMBROIDERED.
Regular 30c. for24c.	Regular 80c. for64c.
Regular 40c. for32c.	Regular 90c. for72c.
Regular 75c. for60c.	Regular \$1.20 for96c.
Regular 90c. for72c.	WHITE TWILL SHEETINGS.
Regular \$1.00 for80c.	72 in. wide. Reg. 40c. for35c.
FRILLED and EMBROIDERED.	68 in. wide. Reg. 45c. for40c.
Regular 30c. for24c.	70 in. wide. Reg. 52c. for47c.
Regular 45c. for36c.	80 in. wide. Reg. 75c. for65c.
Regular 75c. for60c.	90 in. wide. Reg. 80c. for78c.
Regular 90c. for72c.	WHITE PLAIN SHEETING.
H. S. WITH SCALLOPED EDGE.	68 in. wide. Reg. 35c. for30c.
Regular 35c. for28c.	68 in. wide. Reg. 45c. for40c.
H. S. AND EMBROIDERED.	80 in. wide. Reg. 65c. for57c.
Regular 35c. for28c.	80 in. wide. Reg. 70c. for60c.
Regular 40c. for32c.	90 in. wide. Reg. 75c. for65c.
Regular 55c. for44c.	90 in. wide. Reg. 80c. for78c.
Regular 90c. for72c.	

Underskirts, Night Dresses, etc.

Underskirts, made of White Cotton, trimmed with Val. Lace and Insertion, some with embroidery, lace and heading, with silk ribbon run through. Reg. \$1.00 for80c

Underskirts, fine English White Cotton, founce of openwork embroidery; some trimmed with Pink and Pale Blue Ribbon Beading. Reg. \$1.85 for1.49

Underskirts, founced with embroidery in effective patterns and headed by ribbon run embroidery beading; Nainsook forms the neat upper portion. Reg. \$2.50 for2.05

Underskirts, soft finish Cambric top, is neatly gored and heads a founce, combining wide embroidery insertion and lace. A dainty feminine touch is secured through the ribbon run heading and the soft satin bow which tops the founce. Reg. \$4.75 for3.98

Nightdresses, White Cotton and Longcloth, slip-over styles, yokes and sleeves very neatly trimmed with embroidery, lace and insertion; round, square and V shaped necks, some with collar. Reg. \$1.60 for1.28

Nightdresses, White American Cotton and Nainsook, square and V shaped necks tucked at yoke and sleeves and trimmed with embroidery and lace insertion. Reg. \$2.25 for1.80

Nightdresses, long sleeves, square and V shaped necks trimmed with 3 in. embroidery insertion and lace. This gown is a slip-over model and is made of fine Longcloth. Reg. \$2.50 for2.05

Nightdresses, of Nainsook. The yoke is of a pretty embroidery pattern and ribbon run serves to draw the low neck into place. The fine soft material launders perfectly and will give great satisfaction. Reg. \$3.35 for2.75

Drawers, White Soft Lawn, with frill of embroidery lace, some with deep insertion and ribbon heading; umbrella legs. Reg. \$1.85 for1.50

Drawers, White Nainsook, with Val. insertion and lace frill, embroidery beading and ribbon heading. Reg. \$1.60 for1.28

Drawers, made of fine American Cotton, trimmed at knee with 3 inch embroidery and lace, and Pink, Blue and White ribbon. Reg. 80c. for64c

Drawers of White Cotton with hemstitched frill at knee, trimmed with embroidery and insertion, some with tucks. Reg. 90c. for72c

Teneriffe Doylies	White Turkish Towels	Roller Toweling
9 inches in diameter, with linen embroidered centre; pretty new designs. Reg. 20c. for16c	A special job line, would be good value at 18c. White Sale Price.11c	White and Striped Turkish and Linen Crash. Values to 15c. yard for13c
Cotton Blankets	Curtain Net	White Honeycomb Towels
Pink & Blue borders, size 50 x 74 inches. Reg. \$1.10 pair. Sale Price,96c	New patterns, 52 inches wide. Reg. 20c. yard for17c	Medium size, fine soft make; fringed. Regular 30c. for26c
Turkish Face Cloths	Ladies' White Pumps	Table Napkins
With overstitched edge and plain border; size 11 1/2 x 11 1/2 inches. Reg. 6c. for5c	White Duck, size 3 to 6; high heels and medium soles. Reg. \$1.60 pair for\$1.47	Mercerized Cotton, 20 x 20 inches; pretty new designs. Reg. 17c. for14c

BARGAINS in MUSLINS and COTTONS

We are delighted to offer such exceptional values in dainty Summer Dress Muslins and Cottons like these. It is a rare opportunity to buy your supply for Summer Dresses, Waists and Children's Dresses, at just the time that you'll be needing them, and at specially reduced prices, early buying will give you the best choice.

They comprise fine Dimity Muslins in fancy stripes and checks, also cross bar effects and pretty floral patterns, in different colors and white grounds. Some have neat hair stripes.

Then there are Zephyrs, Cambrics, Mercerlawn, Prints, Batistes, Shower of Hail Muslins and Crepe Cloth, White and Colored grounds, plain White and a goodly choice of Colored patterns, including Blues, Pinks, etc.

Sale Prices, 10c. to 30c. yard.

Artistic Summer Draperies

The Drapery Corner is a very interesting and busy place these days. Here may be seen the most artistic color schemes and effects in suitable materials of all kinds for brightening up the summer home. The variety is broad—and there is naturally a choice—and those who come promptly will have the choicest selections. Prompt coming is well worth the while.

Hardware Offerings for the First Week only

Vegetable Graters. Reg. 12c. for10c.	Sad Iron Handles. Reg. 15c. for14c.
Extension Strainers. Reg. 18c. for16c.	Hook Spoons. Reg. 10c. for9c.
Cook Forks. Reg. 7c. for6c.	Cape Turners. Reg. 13c. for11c.
Towel Racks. Reg. 12c. for11c.	Rolling Pins. Reg. 11c. for9c.
Vegetable Mashers. Reg. 8c. for7c.	Fancy Pie Pans. Reg. 6c. for5c.
Potato Ricers. Reg. 25c. for19c.	Egg Beaters. Reg. 9c. for8c.
Chopping Knives. Reg. 10c. for9c.	Apple Corers. Reg. 6c. for5c.
Patty Pans. Reg. 14c. for12c.	Liquid Metal Polish. Reg. 10c. for9c.
Tea Strainers. Reg. 6c. for5c.	Pot Scrapers. Reg. 10c. for9c.
Knife Sharpeners. Reg. 8c. for7c.	Cotton Dish Mops. Reg. 6c. for5c.

A Monster Sale of American and English Blouses and Shirt Waists.

We have not only reduced the prices on our own NEW STOCK but we have lately received from New York 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 offered at such LOW PRICES.

We expect to dispose of fully one half in the first weeks Selling.

Sale Prices, 60c to \$3.75.

The Royal Stores Ltd.

SPECIAL

5 only White Linen Costumes, slightly soiled, medium and small sizes; all very pretty styles, nicely trimmed with braid and buttons.
Regular \$10.50 for\$5.25
Regular \$11.25 for\$5.75
Regular \$12.50 for\$6.25