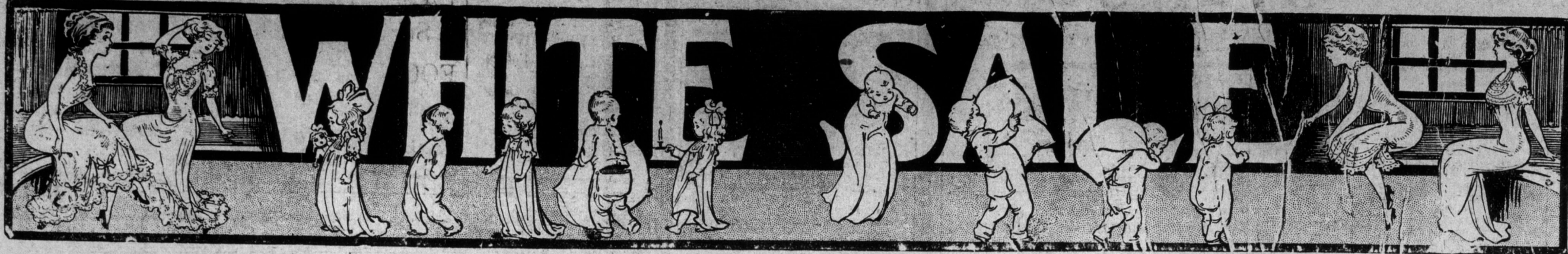


# The Royal Stores Ltd.

# JUNE-JULY WHITE SALE

Commencing Friday, June 21st. Ends Saturday, July 6th.



All Mail Orders for these goods must be accompanied with Cash. Prompt shipment guaranteed.

**THIS STORE** has put forth an endeavor never before equalled to offer extraordinary values in seasonable high-class Merchandise of Character, Style and Quality, during this their Third June-July 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.

All Mail Orders for these goods must be accompanied with Cash. Prompt shipment guaranteed.

## Attractive Corset Values.

This Department is now offering some very attractive values in Ladies' Corsets. All the leading shapes are represented in this Sale, thus affording intending purchasers an unusual opportunity to secure a high grade Corset at a very low price.

The model shown here has been selected from our regular stock to show one of the many styles to be offered during the White Sale.

Choice of either White and Grey, and all with suspenders attached.

- Reg. \$3.55 values for \$3.25 pair.
- Reg. \$2.70 values for \$2.40 pair.
- Reg. \$2.25 values for \$2.03 pair.
- Reg. \$2.00 values for \$1.82 pair.
- Reg. \$1.70 values for \$1.53 pair.
- Reg. \$1.40 values for \$1.18 pair.
- Reg. \$1.00 values for .88c. pair.
- Reg. 75c. values for 65c. pair.



## Our June-July Sale of Ladies Whitewear

**B**RINGS 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-July 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.

**CORSET COVERS**, of White Cotton, necks and arms edged with torchon lace, 3/4 sleeves. Regular 35c. each for **28c**

**CORSET COVERS**, English White Cotton, front vanded with valenciennes lace, neck and sleeves finished with valenciennes lace to match. Regular 50c. each for **40c**

**DRAWERS**, White Nainsook, with frill of torchon lace and embroidery, umbrella legs. Regular 75c. each for **62c**

**DRAWERS**, White Lawn, some with deep lawn insertion. Regular 90c. pair for **77c**

**NIGHTDRESSES**, White American Cotton and Nainsook, square and round necks, with embroidery and lace yokes, ribbon draw and bow sleeves to match. Reg. \$1.60 each for **\$1.35**

**NIGHTDRESSES**, White Cotton and Longcloth, slip - over styles, yokes and sleeves very neatly trimmed with imitation baby Irish insertion; others with fine tucks and embroidery. Reg. \$3.00 each for **\$2.55**

**UNDERSKIRTS**, White Cotton, with 11 inch lawn flounces, one cluster of four tucks and finished with 5 inch frill of embroidery with dust frill underneath, some with Pink and

Pale Blue ribbon beading. Reg. \$1.25 each for **\$1.05**

**UNDERSKIRTS**, fine English White Cotton, 17 inch flounces, with tucks and openwork embroidery and insertion, some trimmed with clusters of tucks and embroidery. Reg. \$1.45 each for **\$1.25**

**UNDERSKIRTS**, fine Nainsook, with 15 inch flounces of new pattern embroidery and three tucks. Reg. \$2.10 each for **\$1.78**

Infants', Misses' and Children's Underwear, including Knickers, Robes, Gowns, Singlets, etc. **LESS 10 per cent. DISCOUNT.**

## Linen Table Cloths.

Another opportunity to purchase high class Linen Table Cloths at a very low price. A most fortunate purchase places this handsome line, together with our regular stocks, within your reach during this White Sale at much less than ordinary prices.



TABLE CLOTHS.	Worth.	Sale Price
45 x 45 ins.	\$1.25	\$1.05
64 x 64 ins.	\$1.50	\$1.25
72 x 72 ins.	\$1.80	\$1.52
72 x 108 ins.	\$2.20	\$1.90
72 x 90 ins.	\$2.75	\$2.35
72 x 90 ins.	\$3.25	\$2.75
72 x 144 ins.	\$4.00	\$3.35
72 x 108 ins.	\$5.25	\$4.40
72 x 108 ins.	\$6.50	\$5.50

### BIG VALUES IN TABLE NAPKINS.

10 doz. 20x24 ins. Reg. 35c. for 30c.	50 doz. 20x20 ins. Reg. 10c. for 8c.
15 doz. 21x24 ins. Reg. 45c. for 39c.	45 doz. 20x20 ins. Reg. 14c. for 11c.
3 doz. 21x24 ins. Reg. 60c. for 50c.	5 doz. 22x22 ins. Reg. 18c. for 14c.
	9 doz. 24x24 ins. Reg. 28c. for 23c.

**White Shirting**  
1,200 yards, 31 inches wide. Reg. 12c. yard for **10c**

**Job Line Table Linen**  
700 yards fine Bleached, 60 inches wide. Worth 50c. yard for **42c yard**

**American Cotton Blankets**  
60 x 70 inches; choice of Pink or Pale Blue Border. Reg. \$1.30 for **\$1.18 pair**

**Horrockses Shirting**  
The finest made, absolutely pure; 36 inches wide. Reg. 15c. yard for **12c**

**Bleached Table Linen**  
300 yards only, 58 inches wide. Reg. 35c. for **30c yard**

**Apron Holland**  
500 yards, White and Blue; 30 inches wide. Reg. 10c. for **8 1-2c yard**

## Household Linens, Sheets, Sheetings, Towels, Quilts, Pillow Cases, 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 equal 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 68 x 90 inches	Regular \$1.50 pair for	<b>\$1.25</b>
Size 72 x 90 inches	Regular \$2.00 pair for	<b>\$1.68</b>
Size 72 x 99 inches	Regular \$2.65 pair for	<b>\$2.25</b>
Size 72 x 108 inches	Regular \$3.25 pair for	<b>\$2.65</b>
Size 80 x 99 inches	Regular \$3.25 pair for	<b>\$2.75</b>
Size 80 x 99 inches	Regular \$4.20 pair for	<b>\$3.52</b>

**PILLOW CASES**—Frisled and hemstitched, made from a good wearing cotton.

Size 20 x 30 inches	Regular 30c. for	<b>25c.</b>
Size 20 x 30 inches	Regular 35c. for	<b>30c.</b>
Size 20 x 30 inches	Regular 50c. for	<b>43c.</b>

**TURKISH TOWELS**—600 White and Blue Turkish Towels, being part of a special purchase.

Size 16 x 36 inches	Regular 13c. each for	<b>10c.</b>
Size 18 x 33 inches	Regular 25c. each for	<b>20c.</b>
Size 24 x 45 inches	Regular 40c. each for	<b>35c.</b>

**WHITE QUILTS.**  
790 American White Crochet, Honeycomb and Margella Quilts, some fringed, some plain and others hemmed. A rare bargain.

Reg. \$1.00	\$1.25	\$1.50	\$1.80	\$2.00	\$2.50
for	for	for	for	for	for
85c.	\$1.05	\$1.25	\$1.52	\$1.68	\$2.10

## SPECIAL VALUES IN Fine Lace Curtains

We expect brisk selling in these lines of Nottingham Lace Curtains, suitable for either country or city use.

Beautiful floral designs, neat and massive, some with single border.

Size 3 yard	Reg. \$1.10 pair for	<b>95c.</b>
Size 3 1/2 yard	Reg. \$1.65 pair for	<b>\$1.35</b>
Size 3 3/4 yard	Reg. \$2.20 pair for	<b>\$1.90</b>
Size 3 1/2 yard	Reg. \$2.90 pair for	<b>\$2.45</b>
Size 3 3/4 yard	Reg. \$3.30 pair for	<b>\$2.70</b>
Size 3 1/2 yard	Reg. \$4.30 pair for	<b>\$3.65</b>
Size 3 3/4 yard	Reg. \$4.75 pair for	<b>\$4.00</b>

## 15,000 Yards of Dress 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 Irish Dainty Muslins, in fancy stripes and checks, also cross-bar effects and pretty floral patterns, in different colors and white grounds. Some have the neat hair stripes.

Then there are Zephyrs, Cambries, Mercerlawn, Volles, Prints, Piques, Poplins, Batistes, Shower of Hail Muslins, Crepe Cloth, Bengalines and Canvas Cloths, white and colored grounds, plain white, and a good choice in colored patterns, including Blues, Pinks, etc.

Reg. 9c.	10c.	12c.	15c.	18c.	22c.	25c.	28c.	30c.	35c.
yard	yard	yard	yard	yard	yard	yard	yard	yard	yard
for	for	for	for	for	for	for	for	for	for
8c.	8 1/2c.	10 1/2c.	13c.	16c.	19c.	22c.	24c.	26c.	30c.

Coppers, 3 pieces, Buckhorn Handles in Silk Lined Case. Reg. \$3.00 for **\$2.46**

1 set Cutlery, in Inlaid Oak Case, containing half dozen Dessert Knives, half dozen Table Knives and set of Carvers with Steel; all with Ivory Handles. Reg. \$15.55 for **\$12.96**

Copper Spirit Kettles, with Ebony Handles on Stand. Reg. \$4.50 for **\$4.00**

Copper Kettles—  
4 pint size. Reg. \$2.00 for **\$1.64**  
6 pint size. Reg. \$2.45 for **\$2.08**  
8 pint size. Reg. \$3.00 for **\$2.52**

Brass Kettles—  
4 pint size. Reg. \$1.95 for **\$1.63**  
6 pint size. Reg. \$2.50 for **\$2.06**

Enamel Clocks, Gold Plated.  
Reg. \$1.30 for **\$1.05**, \$2.25 for **\$1.85**

Drinking Flasks, Metal Case, Leather Top and Screw Cover. Reg. 65c. for **59c.**

Rena Dish Washers, Cotton Mop and Brushes combined; invaluable in every household. Reg. 16c. for **14c.**

## Hardware Offerings For the First Week Only.

Electro Plated Butter Dishes, fancy design and Glass Dish. Reg. \$3.75 each for **\$3.09**

Butter Dishes, Electro-plated Handle and Rim, Oak finish and Porcelain Dish. Reg. \$2.50 for **\$2.08**

Butter Dishes, Electro-plated Handle, Rim and Cover, with Porcelain Dish. Regular \$4.00 for **\$3.29**

Salad Bowls, Electro-plated Handles, Rim and Servers, Oak finish and Porcelain Dish. Reg. \$9.00 for **\$7.53**

Salad Bowls, Electro-plated Rim, fine China and Server. Reg. \$5.00 for **\$4.19**

Cream Jug, Electro Silver Plate on Nickel Silver. Reg. \$3.30 for **\$2.72**

Milk Jug, E. S. Plate on Nickel Silver. Reg. \$4.90 for **\$4.09**

Tea Pots, E. S. Plate on Nickel Silver. Reg. \$7.75 for **\$6.35**

Sugar Spoons, E. S. Plate on Nickel Silver. Reg. 75c. for **59c.**

Jam Spoons, Electro Silver Plate on Nickel Silver. Reg. 60c. for **48c.**

Butter Knives, E. S. Plate on Nickel Silver. Reg. 35c. for **31c.**

Pickle Forks, E. S. Plate on Nickel Silver, Bone and Pearl Handles. Reg. 35c. for **29c.**

Fruit Knives, Pearl Handles, set of six in case. Reg. \$5.75 for **\$4.69**

Cake Knives, Electro Plated and Beaded Handles. Reg. \$3.00 for **\$2.51**

Soup Ladles, E. P., neat designs. Reg. \$3.00 for **\$2.51**

Cake Dishes, E. P., Satin finish. Reg. \$3.00 for **\$2.38**

Cake Dishes, neat designs. Reg. \$4.10 for **\$3.39**

Knives and Fork in case, containing half dozen Dessert Knives and half dozen Forks, with Pearl Handles. Reg. \$10.25 for **\$8.45**

Fish Set in Plush Case, containing Carvers and a half dozen Knives and Forks. Reg. \$19.75 for **\$16.41**

Butter Knife and Jam Spoon, in Plush Case. Reg. \$2.50 for **\$2.05**

Velvet and Satin Case with two Sugar Spoons. Reg. \$2.00 for **\$1.69**

1 set Tea Spoons and Tongs in case. Reg. \$4.10 for **\$3.41**

Carvers, 3-piece set, Buckhorn Handles, in Plush and Silk Lined Case. Reg. \$5.25 for **\$4.13**

Butcher's Baskets—  
Size 13 x 19 inches. Reg. 55c. for **48c.**  
Size 15 x 22 inches. Reg. 65c. for **54c.**  
Size 16 x 24 inches. Reg. 75c. for **63c.**

Grocers' Baskets—  
Size 10 x 15 inches. Reg. 55c. for **46c.**  
Size 12 x 18 inches. Reg. 70c. for **58c.**  
Size 13 x 20 inches. Reg. 85c. for **70c.**

Dish Covers, Wire—  
Size 10 1/2 x 13 1/2 inches. Reg. 25c. for **21c.**  
Size 12 x 15 1/2 inches. Reg. 30c. for **24c.**  
Size 13 1/2 x 17 inches. Reg. 38c. for **32c.**

Ice Cream Dishes, Reg. 18c. for **16c.**

Lithographed Toy Sand Pails and Shovels. Reg. 17c. for **14c.**