

That Sale of Embroideries

The past three days have been red letter ones in our Embroidery section, all day long we've been selling these lovely Embroideries to Women who thoroughly appreciated the wonderful values they were getting.

The large quantity we have enables us to continue the opportunity this week. We bought them direct from the makers at so much under value that we are able to give you the biggest bargains of the season.

The Embroideries are all made on hand loom—on fine Swiss Muslin and Cambric—matched sets with from two to four widths of Insertions and Edgings—lovely designs, 36,064% yards altogether.

Sale Prices, 4c, 5c, 6c, 8c, 10c, to \$1.00 yard.

Victoria Lawns

TO GO AT COST PRICES

A LIST WORTH CONSIDERING

- 38 inch Victoria Lawn, Regular 13c yard, for 10c
- 39 inch Victoria Lawn, Regular 17c yard, for 13c
- 38 inch Victoria Lawn, Regular 25c yard, for 20c
- 40 inch Victoria Lawn, Regular 28c yard, for 24c
- 39 inch Victoria Lawn, Regular 35c yard, for 28c
- 31 inch English Shirting, Regular 11c yard, for 9c
- 32 inch Horrockses Shirting, Regular 17c yard for 14c

UNUSUAL VALUES IN HOSIERY FOR WOMEN AND CHILDREN

We are leaving no stone unturned to please the people and a glance at the throngs buying Hosiery this past week certainly proves that they appreciate the values we are giving. The following items will surely arouse your saving spirit to-morrow.

- 500 pairs of Women's Imitation Black Cashmere Hose, seamless heels and toes, assorted ribs. Special..... 17c
- 640 pairs of Women's Black and Tan Cashmere, Lisle Thread, Lace Ankle and Silk Embroidered Hose, assorted ribs and plain. Reg. 45c. pair for 38c
- 320 pairs of Women's Tan and Black Cashmere, Lisle Thread, Lace Ankles and Silk Embroidered Hose, assorted ribs and plain. Reg. 55c. pair for 45c

Whitewear: Finest and Prettiest, Underpriced

New, beautiful fresh garments in the newest effects in Cambric, Cotton and Nainsook materials, handsomely trimmed with lace and embroideries, tucks, beadings and ribbons.



- Ladies' Cotton Underskirts, 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. Reg. \$1.25 each for... 1.00
- Ladies' White Nainsook Underskirts, 19 inch flounces, trimmed with clusters of five tucks and finished with torchon lace and insertion, pink and pale blue ribbon trimmed. Reg. \$1.90 each for... 1.45
- Ladies' Nainsook Underskirts, with lawn dust frill, 19 inch flounces with clusters of tucks and finished with torchon lace and insertion. Reg. \$2.65 each for... 2.10
- Ladies' extra fine White Nainsook Underskirts, wide flounce trimmed with wide Valenciennes Lace and Insertion, some with ribbon beading, draw. and bow. Reg. \$4.25 each for... 3.45
- Ladies' extra fine White Nainsook and Lawu Underskirts, wide double flounces, in various patterns, some with ribbon beading and bow; no. 2 alike. Reg. \$6.00 each for... 4.80
- Ladies' fine White Nainsook Underskirts, wide beading with ribbon draw and bow, flounce of valenciennes insertion, vandyked, and lace dust frill with valenciennes lace to match. Reg. \$6.50 each for... 5.20

- Corset Covers, English White Cotton, front vandyked with valenciennes lace, neck and sleeves finished with valenciennes lace to match. Reg. 60c. each for... 40c
- Corset Covers, fine Lawn, all-over embroidery yokes; others with three rows of valenciennes lace insertion let in, necks and waist ribbon beading. Reg. \$1.00 each for... 80c
- Corset Covers, of extra fine Nainsook, yokes and fronts trimmed with embroidery and insertion, and clusters of tucks, necks and arm holes edged with lace, necks ribbon beaded. Reg. \$1.80 each for... 1.45
- Ladies' White Nainsook Drawers, full frill of torchon lace and embroidery. Reg. 75c. pair for... 62c
- Ladies' White Lawn Drawers, some with embroidery, others with deep lawn frill, trimmed with valenciennes lace and insertion. Reg. 95c. pair for... 76c
- Ladies' White American Cotton and Nainsook Nightdresses, square and round necks, with embroidery and lace yokes, ribbon draw and bow, sleeves to match. Reg. \$1.55 each for... 1.30
- Ladies' White Longcloth and Lawn Nightdresses, Dutch and square necks, insertion and edged with cambric embroidery sleeves to match. Reg. \$1.70 each for... 1.40

Irresistible Bargains in Wash Goods

Greater and Better Than Ever Before

There is not another store in Newfoundland that has offered such low prices on Wash Goods as we are doing during our great White Sale. Nor will you find any better bargains than those we offer this week. Do not fail to visit this department—because the offerings will be irresistible.

They comprise fine Irish Dignity 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, Cambrics, Mercerlawn, Voiles, 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. Shown on four special Tables.



Values to 13c yard for	Values to 16c yard for	Values to 24c yard for	Values to 32c yard for
10 cents	12 1/2 cents	17 cents	25 cents

Men: If You Want to Economise on Your Summer Furnishings, You Must Buy Them Here



- MEN'S SOCKS—400 pairs of Men's Grey Heather and Black Cashmere and Fine Black Worsted Socks. Reg. 54c. pair for... 37c
- MEN'S SHIRTS—700 Men's White Linen Shirts, short fronts, cuffs attached, and soft and stiff front Regatta Shirt, all sizes. Regular to \$1.10 each for... 89c
- MEN'S TIES—50 dozen of Men's String Ties, plain, self colored. Poplin and Fancy Silk. Reg. 25c. each for... 20c
- NIGHTSHIRTS—15 dozen of Men's White Cotton and Fancy Striped. Flannelette Nightshirts. Reg. 80c. each for... 67c



- EMBROIDERY COLLARS—4 dozen, only, of Boys' White Embroidery Collars, very dainty. Reg. 25c. each for... 19c
- LEATHER BELTS—10 doz. of Men's Tan and Black Leather Belts, with nickel buckle. Reg. 40c. each for... 33c
- MEN'S CAPS—50 doz. of Men's American and English Tweed Golf Caps, assorted patterns. Reg. 60c. each for... 50c
- BOYS' CAPS—5 dozen, only, of Boys' Fancy Tweed and Colored Cloth Eton Caps, in fancy, striped and fancy embroidered. Regular 18c. each for... 12c



Infants' Wear Going For Very Little

We have just received from our London Agent a shipment of three hundred Infants' and Children's Hats and Bonnets. All slightly soiled. Pretty conceits in Silk, Lace and Embroidery, some very elaborately trimmed with Merve Silk and Flowers. They are now on sale in our Millinery department, and we advise you to come early and get your choice for the values are unapproachable.



Regular Values, 60c to \$3.75

for

20c, 25c, 40c, 50c, 60c and 75c

No need for mothers to spend long, weary hours bending over the sewing machine, when infants' garments can be bought for so little during this White Sale.



If you have a trunk, a suit case, or a travelling rug to purchase before you go on your vacation, or business trip, you'll save money by buying at our TRUNK DEPARTMENT. Doesn't make any difference if you are going across the ocean to Europe, by the express to Canada or the United States, to the seashore or a round trip on one of the Coastal boats. No matter what your needs are, we have them, and our prices, while always low, yet during this June-July Sale they are still lower. The values we offer will astonish you.

- Canvas Covered Trunks, well made and finished in four sizes—30, 32, 34 and 36 inches. Reg. \$3.60 for \$3.25, \$4.10 for \$3.70, \$4.50 for \$4.05, \$4.90 for \$4.45.
- Canvas Covered Trunks, well made and finished with leather straps and brass bands. Sizes 30, 32, 34 and 36 inches. Reg. \$5.50 for \$4.75, \$5.75 for \$5.20, \$6.20 for \$5.55, \$6.60 for \$6.00.
- Ladies' Saratoga Trunks, fancy metal covered and well bound. Sizes 28, 30, 32 and 34 inches. Reg. \$3.40 for \$3.10, \$3.80 for \$3.50, \$4.30 for \$3.95, \$4.70 for \$4.20.
- Gladstone Bags. Reg. \$7.25 for \$6.20, \$8.00 for \$6.90, \$8.75 for \$7.55.

- Imitation Leather Suit Cases, sizes 32 and 24 inches. Reg. \$2.00 for \$1.75, \$2.20 for \$1.95, \$2.55 for \$2.30, \$2.80 for \$2.45.
- Travelling or Hand Bags. Reg. \$1.00 for 88c. \$1.30 for \$1.15, \$2.60 for \$2.30, \$3.00 for \$2.65, \$3.40 for \$3.05.
- Finest English Leather Kit Bags. Reg. \$4.75 for \$4.00, \$6.25 for \$5.25, \$7.50 for \$6.45, \$8.00 for \$6.90.
- Travelling Rugs, in neat plaids, fancy checks, reversible, assorted mixtures. Reg. \$1.60 for \$1.35, \$1.50 for \$1.45, \$2.20 for \$1.75, \$2.75 for \$2.20, \$3.00 for \$2.55, \$3.50 for \$2.85, \$4.00 for \$3.20, \$4.75 for \$3.85.

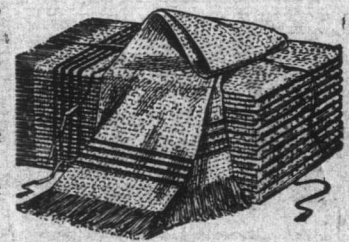
Best Values In Staple Goods.

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

- 81 x 108 inches, Reg. \$3.50 pair, for... \$3.10
- 81 x 99 inches, Reg. \$4.50 pair, for... \$3.90

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

- 16 x 36 in., Reg. 12c each, for 9c
- 18 x 33 in., Reg. 25c each, for 20c
- 24 x 45 in., Reg. 40c each, for 33c



PILLOW CASES, frilled and hemstitched, made from a good wearing cotton.

- 20 x 30 inches, Reg. 30c., for... 24c
- 20 x 30 inches, Reg. 35c., for... 29c
- 20 x 30 inches, Reg. 50c., for... 45c

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

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|-------------|--------|--------|--------|--------|--------|
| Reg. \$1.00 | \$1.25 | \$1.50 | \$1.80 | \$2.00 | \$2.50 |
| for | for | for | for | for | for |
| 90c. | \$1.05 | \$1.20 | \$1.40 | \$1.65 | \$2.15 |

BLEACHED SHEETING.

2,000 yards of English White Twill Sheeting, some Heapey Bleach.

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|------|-------|-------|-------|-------|-------|
| Size | 68in. | 80in. | 70in. | 80in. | 90in. |
| Reg. | 35c. | 45c. | 50c. | 60c. | 75c. |
| for | for | for | for | for | for |
| Yard | 30c. | 40c. | 42c. | 52c. | 65c. |

THE ROYAL STORES LIMITED