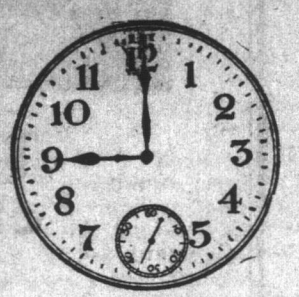


**Turn Your Dollar Into Two at the Royal Stores**

# The Royal Stores Annual June-July White Sale

**Greater Values Than Ever!**  
More Surprising in the Wonderful Saving Advantages it Offers

**Every Morning at 9 O'clock Sharp**  
**New Bargains Daily. Get Your Share.**



Greater value-giving than ever has been our objective in preparing for this Sale, and in truth, it will be found to be the Greatest Value-giving Event ever witnessed by the Buying Public of Newfoundland.

Prices have dropped to their Lowest Level--in many instances lower than to-day's Wholesale cost. Values like these at tempting Low Prices Demand Every Thrifty Person's Attention.

Immediate action is absolutely necessary if you want to save--and save considerably too!

## Get Your Supply in Time Wash Blouses and Skirts

Smart, practical new styles in Blouses and Skirts, are features of our stocks this season. Every model has been selected with intelligence so as to meet the most exacting demands. The prices speak for themselves.

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| <p><b>White Voile Blouses.</b><br/>With hand embroidered designs, round and V shaped styles in collarless models and many others; sizes 34 to 44.<br/>Reg. \$3.00 to \$5.75 for...\$2.00<br/>Reg. \$3.50 to \$4.50 for...\$2.75<br/>Reg. \$4.75 to \$5.75 for...\$3.50<br/>Reg. \$7.50 to \$8.20 for...\$5.75<br/>Reg. \$6.90 for...\$4.75<br/>Reg. \$9.60 for...\$5.00<br/>Reg. 12.75 for...\$4.00</p> <p><b>Silk Washing Skirts.</b><br/>White and Cream Silks with neat-colored stripes; newest models for summer wear.<br/>Reg. \$ 9.75 each for...\$4.58<br/>Reg. 11.75 each for...\$5.88<br/>Reg. 13.00 each for...\$6.50<br/>Reg. 15.00 each for...\$7.50</p> <p><b>Crepe-de-Chene Blouses.</b><br/>White and assorted shades; many new and attractive models; all sizes.<br/>Reg. \$4.75 each for...\$3.50<br/>Reg. \$7.80 each for...\$4.50<br/>Reg. \$9.50 each for...\$6.75<br/>Reg. 12.50 each for...\$8.50<br/>Reg. 14.50 each for...\$9.75</p> | <p><b>Georgette Blouses.</b><br/>White, Cream and assorted shades, lace, silk and embroidery trimmed.<br/>Reg. \$11.50 each for...\$6.50<br/>Reg. \$12.50 each for...\$6.50<br/>Reg. \$14.50 each for...\$7.50</p> <p><b>White Tuck Skirts.</b><br/>Latest styles in the most popular washing materials, such as Bedford Cords, Pique, Linen and Gabardines; in all sizes.<br/>Reg. \$4.50 each for...\$2.65<br/>Reg. \$5.75 each for...\$3.50<br/>Reg. \$6.50 each for...\$4.00<br/>Reg. \$7.75 each for...\$4.75<br/>Reg. \$8.20 each for...\$5.25<br/>Reg. 10.25 each for...\$6.50</p> <p><b>Japanese Silk Blouses.</b><br/>In White and Cream, mostly shirtwaist styles; sizes 34 to 44 in bust.<br/>Reg. \$4.25 each for...\$3.25<br/>Reg. \$4.50 each for...\$3.50<br/>Reg. \$5.25 each for...\$4.00<br/>Reg. \$6.00 each for...\$4.50<br/>Reg. \$8.50 each for...\$7.50<br/>Reg. 12.00 each for...\$9.75</p> |
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## Interesting Special Prices on Sheetings, Pillow Cottons



The economical housewife will be interested in the splendid values we are offering in the Heavy Dept. For pure merchandise values it will be hard to find anything to compare with them.

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| <p><b>White Twilled Sheetings.</b><br/>Width<br/>60 in.—Reg. \$1.50 yd. for \$1.25<br/>70 in.—Reg. \$1.60 yd. for \$1.45<br/>64 in.—Reg. \$1.65 yd. for \$1.50<br/>80 in.—Reg. \$1.80 yd. for \$1.65</p> <p><b>Blay Sheetings.</b><br/>Width<br/>60 in.—Reg. \$0c. yd. for 78c.<br/>66 in.—Reg. \$1.00 yd. for 88c.<br/>60 in.—Reg. \$1.35 yd. for \$1.20</p> <p><b>Pillow Cottons.</b><br/>Width<br/>40 in.—Reg. \$1.00 yd. for 88c.<br/>40 in.—Reg. \$1.15 yd. for \$1.02<br/>40 in.—Reg. \$1.30 yd. for \$1.15</p> <p><b>White Shirtings.</b><br/>Width<br/>36 in.—Reg. 27c. yd. for 24c.<br/>27 in.—Reg. 30c. yd. for 26c.<br/>28 in.—Reg. 35c. yd. for 30c.</p> <p><b>Twilled Calico.</b><br/>Width<br/>34 in.—Reg. 70c. yd. for 60c.</p> <p><b>Horrockses Shirtings.</b><br/>Width<br/>32 in.—Reg. 75c. yd. for 64c.<br/>32 in.—Reg. 80c. yd. for 70c.<br/>36 in.—Reg. 85c. yd. for 84c.<br/>36 in.—Reg. \$1.00 yd. for 88c.</p> | <p><b>Towelings.</b><br/>Fancy Guest Linen Towelings.<br/>Width<br/>17 in.—Reg. 76c. yd. for 64c.<br/>Huckabuck, White.<br/>Width<br/>19 in.—Reg. 66c. yd. for 56c.</p> <p><b>White Turkish Toweling.</b><br/>Width<br/>13 in.—Reg. 30c. yd. for 26c.<br/>15 in.—Reg. 45c. yd. for 40c.<br/>17 in.—Reg. 70c. yd. for 60c.</p> <p><b>Brown Crash Toweling.</b><br/>Width<br/>17 in.—Reg. 28c. yd. for 25c.<br/>16 in.—Reg. 30c. yd. for 26c.</p> <p><b>Linen Crash Toweling.</b><br/>Width<br/>15 in.—Reg. 37c. yd. for 32c.<br/>15 in.—Reg. 45c. yd. for 40c.<br/>15 in.—Reg. 50c. yd. for 44c.<br/>18 in.—Reg. 70c. yd. for 60c.</p> <p><b>White Dowlais Linen.</b><br/>Width<br/>27 in.—Reg. 75c. yd. for 64c.<br/>28 in.—Reg. 90c. yd. for 70c.</p> |
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**Cotton Blankets.**  
Made of fine combed Calicut—  
Blau Cottons; size  
72 x 80 in. Reg.  
\$7.00 pair for  
**\$6.15.**

**Table Damasks.**  
Pure White Linen; handsome scroll and floral designs; 72 inches wide.  
Reg. \$1.65 yard for...\$1.50  
Reg. \$1.80 yard for...\$1.65  
Reg. \$1.95 yard for...\$1.75  
Reg. \$2.75 yard for...\$2.45

**Blay Table Linen.**  
72 inches wide; assorted Damasked patterns.  
Reg. \$1.30 yard for...\$1.15  
Reg. \$1.50 yard for...\$1.35

## A Wonderous Array of Dainty Garments Women's White Underwear at Drastically Cut Prices



Huge stocks of White Underwear, just the kind that are needed now, together with every thing the most fastidious taste could wish for in Dainty Linerie are here in abundance—at prices that emphasize their attractiveness to the last degree. No effort has been spared to get together, for this Sale, the best, most varied, and most dependable Underwear obtainable—at the lowest possible prices short of actual loss.

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| <p><b>White Cambric Nightdresses.</b><br/>Assorted styles; high neck with collar, V shaped and square neck, trimmed with embroidery and insertions; long sleeves; all sizes.<br/>Reg. \$3.00 each for...\$1.75<br/>Reg. \$3.25 each for...\$2.17<br/>Reg. \$4.00 each for...\$2.67<br/>Reg. \$4.25 each for...\$2.84<br/>Reg. \$5.25 each for...\$3.50<br/>Reg. \$5.50 each for...\$3.67<br/>Reg. \$6.25 each for...\$4.17<br/>Reg. \$6.50 each for...\$4.24<br/>Reg. \$8.25 each for...\$5.50</p> <p><b>White Cambric Knickers.</b><br/>Open and closed styles, drawing at waist; loose and fitted knee, trimmed with lace and embroidery.<br/>Regular \$1.35 pair for...90c.<br/>Regular \$1.50 pair for...\$1.00<br/>Regular \$1.70 pair for...\$1.04<br/>Regular \$1.90 pair for...\$1.30<br/>Regular \$2.00 pair for...\$1.34<br/>Regular \$3.25 pair for...\$2.75</p> <p><b>Silk Muslin Camisoles.</b><br/>Pink, V shaped and square neck styles; sizes 40 to 44 in.<br/>Regular \$2.00 each for...\$1.24<br/>Regular \$3.00 each for...\$2.40<br/>Regular \$4.00 each for...\$3.60</p> <p><b>Corsets.</b><br/>High, Low and Medium Busts; sizes from 20 to 38 inches.<br/>Regular \$1.65 pair for...\$1.50<br/>Regular \$2.25 pair for...\$2.00<br/>Regular \$3.40 pair for...\$3.00<br/>Regular \$4.25 pair for...\$3.50<br/>Regular \$5.50 pair for...\$4.79<br/>Regular \$6.25 pair for...\$5.50</p> | <p><b>White Cambric Underskirts.</b><br/>Well cut garments with flounces of lace and embroidery.<br/>Regular \$3.00 each for...\$2.25<br/>Regular \$3.75 each for...\$2.81<br/>Regular \$4.25 each for...\$3.18<br/>Regular \$4.75 each for...\$3.56<br/>Regular \$5.25 each for...\$3.94<br/>Regular \$7.00 each for...\$5.25</p> <p><b>Pink Silk Camisoles.</b><br/>Fillet lace tops, ribbon shoulder straps.<br/>Regular \$2.00 each for...\$1.54<br/>Regular \$2.75 each for...\$2.14<br/>Regular \$3.00 each for...\$2.40<br/>Regular \$4.00 each for...\$3.60</p> <p><b>White Cambric Camisoles.</b><br/>With and without sleeves, V shaped, round and square necks, embroidery and lace trimmed.<br/>Regular \$1.00 each for...67c.<br/>Regular \$1.40 each for...94c.<br/>Regular \$1.50 each for...\$1.00<br/>Regular \$1.85 each for...\$1.34<br/>Regular \$2.00 each for...\$1.57<br/>Regular \$2.75 each for...\$2.14<br/>Regular \$3.00 each for...\$2.00</p> <p><b>Crepe-de-Chine Camisoles.</b><br/>Shadow lace tops, ribbon bows; sizes 36 to 40.<br/>Regular \$6.00 each for...\$4.00</p> <p><b>Jersey Knit Vests.</b><br/>White Lace or Self Strap; all White.<br/>Regular 30c. each for...27c.<br/>Regular 35c. each for...31c.<br/>Regular 40c. each for...35c.<br/>Regular 50c. each for...44c.<br/>Regular 75c. each for...48c.<br/>Regular 70c. each for...69c.</p> |
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## Prices are Liberal on Fancy Linens

during the Sale. We cannot impress too strongly the importance of the values offered. Supply yourself in time.

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| <p><b>Tea Cloths.</b><br/>White Linen; hemstitched and embroidered.<br/>Size 32 x 32—Reg. \$1.40 each for...\$1.00<br/>Size 32 x 32—Reg. \$1.65 each for...\$1.23<br/>Size 36 x 36—Reg. \$2.00 each for...\$1.50<br/>Trimmed with Lace and Insertion.<br/>Size 32 x 32—Reg. \$2.55 each for...\$1.83</p> <p><b>Sideboard Cloths.</b><br/>White Linen; Hemstitched and Embroidered.<br/>Size 18 x 54—Reg. \$1.65 each for...\$1.23<br/>Size 18 x 54—Reg. \$1.10 each for...85c.<br/>Size 18 x 54—Reg. \$1.30 each for...\$1.04</p> <p><b>Cosy Covers.</b><br/>White Lawn, Frilled and Sew Embroidered.<br/>Regular 95c. each for...76c.</p> <p><b>Toilet Bags.</b><br/>Or Brush and Comb Bags, White Linen, Hemstitched and Embroidered.<br/>Regular \$1.25 each for...\$1.</p> <p><b>Bureau Cloths.</b><br/>White Linen, H. S. and Embroidered.<br/>Size 18 x 36—Reg. \$1.10 each for...90c.</p> <p><b>Pillow Cases.</b><br/>Fined White Cotton, plain, taped, Buttoned Ends.<br/>Size 17 x 27—Reg. 60c. each for...40c.<br/>Size 17 x 27—Reg. 65c. each for...53c.<br/>Filled.<br/>Size 17 x 27—Reg. 85c. each for...69c.<br/>Filled and Embroidered.<br/>Size 18 x 27—Reg. \$1.20 each for...85c.<br/>Size 18 x 27—Reg. \$1.40 each for...\$1.13<br/>Hemstitched, Plain.<br/>Size 18 x 27—Reg. \$1.10 each for...80c.</p> | <p><b>Tray Cloths.</b><br/>White Linen, Hemstitched and Embroidered.<br/>Size 17 x 27—Reg. 85c. each for...69c.</p> <p><b>Table Centres.</b><br/>White Linen, H. S. and Embroidered.<br/>Size 12 x 12—Reg. 40c. each for...35c.<br/>Size 12 x 12—Reg. 50c. each for...40c.<br/>Size 12 x 12—Reg. 65c. each for...55c.<br/>Lace and Insertion Trimmed.<br/>Size 20 x 20—Reg. \$2 each for...\$1.00</p> <p><b>Bolster Cases.</b><br/>Plain White Cotton, Buttoned.<br/>Size 17 x 52—Reg. \$1.35 each for...\$1.00<br/>Size 20 x 60—Reg. \$1.70 each for...\$1.36</p> <p><b>Table Napkins.</b><br/>White Linen, Damasked.<br/>Regular 40c. each for...32c.</p> <p><b>Table Cloths.</b><br/>Pure White Linen, Damasked, Hemmed Edges; sizes 54 x 54 in.<br/>Regular \$9.75 each for...\$3.00</p> <p><b>Crochet Quilts.</b><br/>Size 2 x 2—Reg. \$3.20 each for...\$2.56<br/>Size 2 x 3—Reg. \$3.50 each for...\$2.50</p> <p><b>Marcella Quilts.</b><br/>Size 2 x 2 1/4—Reg. \$7.50 each for...\$6.00</p> |
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## Lace Curtains and Curtain Materials

A notable array of qualities and designs await your choosing. This Sale is undoubtedly one of the best opportunities to replenish your supplies, that you are likely to get for some time.

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| <p><b>White Lace Curtains.</b><br/>Beautiful White Cotton Curtains in a wide variety of scroll and floral designs.<br/>Length<br/>2 1/4 yds. Reg. 2.20 pr. for \$1.76<br/>2 1/4 yds. Reg. 3.00 pr. for \$2.40<br/>3 yds. Reg. 6.50 pr. for \$5.20<br/>3 yds. Reg. 8.00 pr. for \$6.40</p> <p><b>Curtain Scrims.</b><br/>In White and Cream, plain; 40 inches wide.<br/>Reg. 27c. yard for...24c.<br/>Reg. 35c. yard for...30c.<br/>Reg. 55c. yard for...56c.<br/>Reg. \$1.10 yard for...97c.</p> <p><b>Half-Blind Nets.</b><br/>Cream, assorted patterns.<br/>24 in.—Reg. 55c. yd. for...45c.<br/>22 in.—Reg. 70c. yd. for...55c.<br/>25 in.—Reg. 80c. yd. for...65c.</p> <p><b>Floral Madras Muslins.</b><br/>Colored all-over designs; 50 inches wide.<br/>Reg. \$2.00 yard for...\$1.60</p> | <p><b>Frilled Madras Muslins.</b><br/>Cream, with neat key all-over design; 50 inches wide.<br/>Reg. \$1.75 yard for...\$1.58<br/>Cream with all-over floral patterns; 36 inches wide.<br/>Reg. 90c. yard for...79c.</p> <p><b>Half-Blind Nets.</b><br/>Assorted fine lace designs. White, scalloped edges, tape binding.<br/>Width<br/>20 in.—Reg. 45c. yd. for...35c.<br/>21 in.—Reg. 50c. yd. for...40c.<br/>23 in.—Reg. 60c. yd. for...50c.<br/>23 in.—Reg. 70c. yd. for...55c.<br/>24 in.—Reg. 75c. yd. for...60c.<br/>24 in.—Reg. 80c. yd. for...65c.</p> <p><b>Tasseled Madras Muslins.</b><br/>Excellent quality, Cream, with figured designs and tasseled edges.<br/>Reg. \$1.35 yard for...\$1.20</p> |
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## Thousands of Yards of Laces and Embroideries



**Offered at Half Price**  
The stock consists of Torchon and Val. Lace Edgings and Insertions in all widths and in many patterns; all-over Laces, Flouncings and Camisole Embroideries, etc. It's a chance you can ill afford to miss.

## Silk, Wool and Cotton Dress Materials

Genuine and liberal savings are offered to those who do their own sewing, or like to get their own ideas worked out. Our assortments of Seasonable Fabrics are wide enough to please the most exacting.

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| <p><b>Crepe-de-Chines.</b><br/>White and Cream; 40 ins. wide.<br/>Reg. \$2.95 yard for...\$2.33<br/>Reg. \$3.75 yard for...\$3.00</p> <p><b>Georgette Crepe.</b><br/>White and Cream; 40 ins. wide.<br/>Reg. \$3.75 yard for...\$2.25</p> <p><b>Cream Cheviot Serge.</b><br/>5 inches wide.<br/>Reg. \$5.75 yard for...\$3.50</p> <p><b>Cream Fine Serge.</b><br/>54 inches wide.<br/>Reg. \$3.00 yard for...\$1.57</p> <p><b>White Fiques.</b><br/>Medium Cord; 3 ins. wide.<br/>Reg. \$1.75 yard for...\$1.50</p> <p><b>Nurses' Linen.</b><br/>White; 3 inches wide.<br/>Reg. \$1.20 yard for...\$1.00</p> <p><b>Bishop's Lawns.</b><br/>31 inches wide.<br/>Reg. 55c. yard for...47c.<br/>Reg. 80c. yard for...52c.<br/>Reg. 85c. yard for...64c.</p> <p><b>Tucked Lawns.</b><br/>In a selection of neat patterns and assorted widths; 33 to 36 inches.<br/>Reg. 60c. yard for...52c.<br/>Reg. 75c. yard for...64c.<br/>Reg. 85c. yard for...76c.</p> | <p><b>Victoria Lawns.</b><br/>38 inches wide.<br/>Reg. 45c. yard for...40c.<br/>Reg. 75c. yard for...64c.<br/>Reg. 85c. yard for...76c.</p> <p><b>Figured Muslins.</b><br/>36 inches wide; all White.<br/>Reg. \$1.25 yard for...\$1.02</p> <p><b>Cream Lustre.</b><br/>Very special value; 54 ins. wide.<br/>Reg. \$2.70 yard for...\$1.50</p> <p><b>Jap Silks.</b><br/>White, Ivory and Cream.<br/>Width<br/>27 in.—Reg. \$1.25 yd. for \$1.10<br/>30 in.—Reg. \$2.60 yd. for \$1.85<br/>36 in.—Reg. \$2.85 yd. for \$2.15<br/>36 in.—Reg. \$3.60 yd. for \$2.70</p> |
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**Mail Orders**  
for all goods mentioned here will receive our very careful attention

# The Royal Stores, Ltd.