

THE EVENT OF --THE SEASON--



--OUR JUNE-- WHITE SALE

It will pay to shop in the comfort and cool of the morning for comfort and best choice.

Opened With Encouraging Vim and Enthusiasm.

If you cannot attend this Sale in person mail your orders accompanied by cash for the articles wanted. Just as much care and attention will be given them as if you were right on the spot.

Stylish and Beautiful WAISTS.



Values Unbeatable.

We guarantee that there's no woman in all Newfoundland that can attend this great Sale without becoming an enthusiastic buyer. Still, the story is but half told—you must see the Waists—the smart styles—the dainty, effective creations which all the world of style is buying and glad to get them at the regular prices.

WOMEN'S WHITE VOILE WAISTS.

Regular \$1.80 each.	Sale Price	\$1.45
Regular \$1.85 each.	Sale Price	\$1.49
Regular \$1.90 each.	Sale Price	\$1.52
Regular \$2.00 each.	Sale Price	\$1.60
Regular \$2.10 each.	Sale Price	\$1.68
Regular \$2.40 each.	Sale Price	\$1.95
Regular \$2.60 each.	Sale Price	\$2.17
Regular \$2.75 each.	Sale Price	\$2.29
Regular \$3.00 each.	Sale Price	\$2.40
Regular \$3.50 each.	Sale Price	\$2.90
Regular \$4.00 each.	Sale Price	\$3.40
Regular \$5.00 each.	Sale Price	\$4.10

WHITE SILK WAISTS.

Regular \$3.50 each.	Sale Price	\$2.90
Regular \$4.00 each.	Sale Price	\$3.40

WOMEN'S and MISSES' WHITE LINEN MIDDIES.

Regular \$3.00 each.	Sale Price	\$2.50
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CHILDREN'S COTTON MIDDIES.

Regular 60c. each.	Sale Price	49c.
Regular 90c. each.	Sale Price	72c.

Bed Linens



At White Sale Prices.

Royal value-giving in perfect bed linens and cottons for this Sale will uphold the reputation of this house for lowest prices on goods of quality. These unapproachable values will make our staple section a busy spot this week.

Pillow Cases.

Frilled, Plain, Hemstitched and Embroidered.	Reg. 20c. ea. S. Price 16c.
Reg. 25c. ea. S. Price 20c.	Reg. 30c. ea. S. Price 24c.
Reg. 40c. ea. S. Price 32c.	Reg. 45c. ea. S. Price 36c.
Reg. 60c. ea. S. Price 48c.	Reg. 75c. ea. S. Price 60c.

Booster Cases.

Plain, Taped and Scalloped.	Reg. 50c. ea. S. Price 40c.
Reg. 80c. ea. S. Price 64c.	Reg. \$1.00 ea. S. Price 80c.
Reg. \$1.10 ea. S. Price 88c.	

White Sheet.

Reg. 95c. yd. S. Price 82c.	Reg. 1.10 yd. S. Price 97c.
Reg. 1.20 yd. S. Price 1.05	

(Twilled.)

Reg. 1.35 yd. S. Price 1.15	Reg. 1.45 yd. S. Price 1.25
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Circular

Reg. 1.20 yd. S. Price 1.05	Reg. 1.30 yd. S. Price 1.10
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Pillow Cotton.

Reg. 50c. yd. S. Price 44c.	Reg. 55c. yd. S. Price 48c.
Reg. 60c. yd. S. Price 52c.	Reg. 65c. yd. S. Price 56c.

Rubber Sheet.

Reg. 1.20 yd. S. Price 1.05	Reg. 1.30 yd. S. Price 1.10
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This Sale gives promise of even greater interest than ever before, as manifested by the remarkable nature of the values and the uniformly high quality of the merchandise offered.

For months we've been planning and working on this Sale, and nothing has been left undone to make this the most interesting White Sale we have ever held.

IT'S A BIG EVENT—A HELPFUL EVENT.

The opportunities for saving on all kinds of White Goods are almost startling.

READ BELOW!

Mrs. Housekeeper! Here is News--SPLENDID NEWS.

If you would see hundreds of round the house needs in fancy and serviceable linens at prices extremely low, you should visit this store now while the greatest June White Sale we ever held is under way.



Our stock of Tea Cloths, Sideboard Cloths, Duchesse Sets, Bureau Covers, Table Drapery, etc., is second to none. No trash, no impractical things, none of the cheapish goods that a careful housekeeper wouldn't have at any price, but

Worthy, Desirable, High-Grade Goods at very Decisive Reductions.

TEA CLOTHS.

Hemstitched, Lace and Insertion trimmed, Battenburg, etc.	Reg. 25c. each. Sale Price	20c.
Reg. 45c. each. Sale Price	36c.	
Reg. 55c. each. Sale Price	44c.	
Reg. 70c. each. Sale Price	56c.	
Reg. 85c. each. Sale Price	68c.	
Reg. \$1.00 each. Sale Price	80c.	
Reg. \$1.10 each. Sale Price	88c.	
Reg. \$1.25 each. Sale Price	\$1.00	
Reg. \$1.50 each. Sale Price	\$1.20	
Reg. \$1.75 each. Sale Price	\$1.40	

DUCHESSE SETS.

Handsomely trimmed with embroidery, lace, insertion, etc. Sets include runner and three or four smaller pieces.	Reg. 50c. set. Sale Price	40c.
Reg. 60c. set. Sale Price	48c.	
Reg. 70c. set. Sale Price	56c.	
Reg. 85c. set. Sale Price	68c.	
Reg. \$1.00 set. Sale Price	80c.	
Reg. \$1.25 set. Sale Price	\$1.00	
Reg. \$1.50 set. Sale Price	\$1.20	

DAMASK TABLE CLOTHS.

Hemmed.	50 x 50 in. Reg. \$1.30 ea. Sale Price	\$1.10
45 x 45 in. Reg. \$1.35 ea. Sale Price	\$1.15	
64 x 64 in. Reg. \$2.50 ea. Sale Price	\$2.10	
66 x 66 in. Reg. \$2.60 ea. Sale Price	\$2.20	

HEMMED TABLE NAPKINS.

17 x 19 in. Reg. 20c. ea. Sale Price	17c.
17 x 19 in. Reg. 22c. ea. Sale Price	19c.
19 x 20 in. Reg. 25c. ea. Sale Price	21c.
22 x 23 in. Reg. 35c. ea. Sale Price	30c.
20 x 20 in. Reg. 45c. ea. Sale Price	39c.

TABLE DAMASK.

(White)	54 in. wide. Reg. 85c. yd. Sale Price	72c.
55 in. wide. Reg. 90c. yd. Sale Price	77c.	
(Blue)	50 in. wide. Reg. 75c. yd. Sale Price	65c.
50 in. wide. Reg. 95c. yd. Sale Price	82c.	
54 in. wide. Reg. 110 yd. Sale Price	94c.	

SIDEBOARD CLOTHS.

Beautiful qualities, embroidered and elaborately trimmed with lace, insertion, openwork, etc.	Reg. 45c. each. Sale Price	36c.
Reg. 65c. each. Sale Price	52c.	
Reg. 85c. each. Sale Price	68c.	
Reg. 90c. each. Sale Price	72c.	
Reg. \$1.00 each. Sale Price	80c.	
Reg. \$1.10 each. Sale Price	88c.	
Reg. \$1.20 each. Sale Price	96c.	

WHITE CUSHION COVERS.

Neatly embroidered centres and frilled or hemstitched edges.	Reg. 50c. each. Sale Price	40c.
Reg. 60c. each. Sale Price	48c.	
Reg. 75c. each. Sale Price	60c.	
Reg. 85c. each. Sale Price	68c.	
Reg. \$1.10 each. Sale Price	88c.	

DOYLIES.

Crochet, Lace, Damask, etc.	Reg. 10c. each. Sale Price	8c.
Reg. 12c. each. Sale Price	10c.	
Reg. 17c. each. Sale Price	15c.	
Reg. 25c. each. Sale Price	20c.	
Reg. 35c. each. Sale Price	28c.	

A Timely Sale of High-Class Summer Hosiery.

Probably no other line of merchandise has advanced more steadily than Hosiery, and assuredly in no other line is there such a scarcity. Our Hosiery purchases, however, are made months and months ahead, and no matter how high the current prices may be, we are always ready with a most attractive collection of offerings.

In this Sale dozens of lines of needed Summer Hosiery in Silk, Lisle and Cotton will be offered at specially reduced prices.

We Have Grouped Them in Three Lots for Your Easy Choosing.

50c Values
for 25c.

This lot comprises White, Pink, Grey, Champagne and Black Silk ankle, and soft White Cotton Hose. They are the most desirable kinds for summer comfort and are undoubted value at 50c. pair.

Sale Price, 25c.

75c Values
for 31c.

Here will be found a big collection of a better grade with closely woven, soft silk ankles, shaped legs, seamless spliced soles and double garter tops. The colors are White, Grey, Pink and Black. Reg. 75c. value.

Sale Price, 31c.

\$1.50 Values
for 85c.

Pure Silk Thread Hose in a most complete range of fancy stripes and spots. When you see these and consider the prices asked for silk to-day, you will soon realize what a great saving this item means to you. They are extra value at \$1.50 pair.

Sale Price, 85c.

The Royal Stores Ltd.

This Store is Aglow



With Saving Opportunities on Garments for the Wee Folks.

No woman with motherly love could possibly resist the exquisiteness of these things that baby needs—the dainty, the exquisite, the practical. The dear little doll-like underwear and the more sturdy garments, all at special prices.

INFANTS' SHORT SLIPS.

Regular 55c. each.	Sale Price	44c.
Regular 60c. each.	Sale Price	48c.
Regular 65c. each.	Sale Price	52c.
Regular 70c. each.	Sale Price	56c.
Regular 85c. each.	Sale Price	68c.
Regular \$1.00 each.	Sale Price	80c.

INFANTS' LONG SLIPS.

Regular 50c. each.	Sale Price	40c.
Regular 55c. each.	Sale Price	44c.

INFANTS' GOWNS.

Regular \$1.30 each.	Sale Price	\$1.04
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INFANTS' & CHILDREN'S UNDERVESTS and PANTS.

Regular 25c. garment.	Sale Price	20c.
Regular 30c. garment.	Sale Price	24c.
Regular 35c. garment.	Sale Price	28c.
Regular 40c. garment.	Sale Price	32c.
Regular 45c. garment.	Sale Price	36c.
Regular 50c. garment.	Sale Price	40c.
Regular 55c. garment.	Sale Price	44c.
Regular 60c. garment.	Sale Price	48c.
Regular 65c. garment.	Sale Price	52c.

GIRLS' WHITE CAMBRIC NIGHTDRESSES.

Regular 50c. each.	Sale Price	40c.
Regular 80c. each.	Sale Price	64c.
Regular 90c. each.	Sale Price	72c.
Regular \$1.35 each.	Sale Price	\$1.08

CHILDREN'S WHITE LINEN ROMPERS.

Regular \$1.10 each.	Sale Price	88c.
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Curtains, Curtain

Materials and Draperies.

We have made great preparations for the unusual large demand which always comes in this June White Sale, and we are offering in a very extraordinary bargain in American and English Curtains, Scrims, Muslins, etc. From the very inexpensive grades to the more elaborate parlor curtains and curtain-ings we show an unequalled selection of up-to-date patterns.

White Madras Muslin.

(Frilled.)	Reg. 85c. pr. S. Price 75c.
Reg. 1.00 pr. S. Price 85c.	Reg. 1.10 pr. S. Price 95c.
Reg. 1.20 pr. S. Price 1.00	Reg. 1.30 pr. S. Price 1.10
Reg. 1.50 pr. S. Price 1.25	Reg. 1.60 pr. S. Price 1.35
Reg. 1.75 pr. S. Price 1.50	Reg. 2.00 pr. S. Price 1.75
Reg. 2.25 pr. S. Price 2.00	Reg. 2.50 pr. S. Price 2.25
Reg. 3.00 pr. S. Price 2.75	Reg. 3.50 pr. S. Price 3.25
Reg. 4.00 pr. S. Price 3.75	Reg. 4.50 pr. S. Price 4.25

White and Cream Half Blind Net.

Reg. 17c. yd. S. Price 15c.	Reg. 18c. yd. S. Price 16c.
Reg. 19c. yd. S. Price 17c.	Reg. 20c. yd. S. Price 18c.
Reg. 21c. yd. S. Price 19c.	Reg. 22c. yd. S. Price 20c.
Reg. 23c. yd. S. Price 21c.	Reg. 24c. yd. S. Price 22c.
Reg. 25c. yd. S. Price 23c.	Reg. 26c. yd. S. Price 24c.
Reg. 27c. yd. S. Price 25c.	Reg. 28c. yd. S. Price 26c.
Reg. 29c. yd. S. Price 27c.	Reg. 30c. yd. S. Price 28c.
Reg. 31c. yd. S. Price 29c.	Reg. 32c. yd. S. Price 30c.
Reg. 33c. yd. S. Price 31c.	Reg. 34c. yd. S. Price 32c.
Reg. 35c. yd. S. Price 33c.	Reg. 36c. yd. S. Price 34c.
Reg. 37c. yd. S. Price 35c.	Reg. 38c. yd. S. Price 36c.
Reg. 39c. yd. S. Price 37c.	Reg. 40c. yd. S. Price 38c.
Reg. 41c. yd. S. Price 39c.	Reg. 42c. yd. S. Price 40c.
Reg. 43c. yd. S. Price 41c.	Reg. 44c. yd. S. Price 42c.
Reg. 45c. yd. S. Price 43c.	Reg. 46c. yd. S. Price 44c.
Reg. 47c. yd. S. Price 45c.	Reg. 48c. yd. S. Price 46c.
Reg. 49c. yd. S. Price 47c.	Reg. 50c. yd. S. Price 48c.
Reg. 51c. yd. S. Price 49c.	Reg. 52c. yd. S. Price 50c.
Reg. 53c. yd. S. Price 51c.	Reg. 54c. yd. S. Price 52c.
Reg. 55c. yd. S. Price 53c.	Reg. 56c. yd. S. Price 54c.
Reg. 57c. yd. S. Price 55c.	Reg. 58c. yd. S. Price 56c.
Reg. 59c. yd. S. Price 57c.	Reg. 60c. yd. S. Price 58c.
Reg. 61c. yd. S. Price 59c.	Reg. 62c. yd. S. Price 60c.
Reg. 63c. yd. S. Price 61c.	Reg. 64c. yd. S. Price 62c.
Reg. 65c. yd. S. Price 63c.	Reg. 66c. yd. S. Price 64c.
Reg. 67c. yd. S. Price 65c.	Reg. 68c. yd. S. Price 66c.
Reg. 69c. yd. S. Price 67c.	Reg. 70c. yd. S. Price 68c.
Reg. 71c. yd. S. Price 69c.	Reg. 72c. yd. S. Price 70c.
Reg. 73c. yd. S. Price 71c.	Reg. 74c. yd. S. Price 72c.
Reg. 75c. yd. S. Price 73c.	Reg. 76c. yd. S. Price 74c.
Reg. 77c. yd. S. Price 75c.	Reg. 78c. yd. S. Price 76c.
Reg. 79c. yd. S. Price 77c.	Reg. 80c. yd. S. Price 78c.
Reg. 81c. yd. S. Price 79c.	Reg. 82c. yd. S. Price 80c.
Reg. 83c. yd. S. Price 81c.	Reg. 84c. yd. S. Price 82c.
Reg. 85c. yd. S. Price 83c.	Reg. 86c. yd. S. Price 84c.
Reg. 87c. yd. S. Price 85c.	Reg. 88c. yd. S. Price 86c.
Reg. 89c. yd. S. Price 87c.	Reg. 90c. yd. S. Price 88c.
Reg. 91c. yd. S. Price 89c.	Reg. 92c. yd. S. Price 90c.
Reg. 93c. yd. S. Price 91c.	Reg. 94c. yd. S. Price 92c.
Reg. 95c. yd. S. Price 93c.	Reg. 96c. yd. S. Price 94c.
Reg. 97c. yd. S. Price 95c.	Reg. 98c. yd. S. Price 96c.
Reg. 99c. yd. S. Price 97c.	Reg. 1.00 yd. S. Price 98c.
Reg. 1.01 yd. S. Price 99c.	Reg. 1.02 yd. S. Price 1.00
Reg. 1.03 yd. S. Price 1.01	Reg. 1.04 yd. S. Price 1.02
Reg. 1.05 yd. S. Price 1.03	Reg. 1.06 yd. S. Price 1.04
Reg. 1.07 yd. S. Price 1.05	Reg. 1.08 yd. S. Price 1.06
Reg. 1.09 yd. S. Price 1.07	Reg. 1.10 yd. S. Price 1.08
Reg. 1.11 yd. S. Price 1.09	Reg. 1.12 yd. S. Price 1.10
Reg. 1.13 yd. S. Price 1.11	Reg. 1.14 yd. S. Price 1.12
Reg. 1.15 yd. S. Price 1.13	Reg. 1.16 yd. S. Price 1.14
Reg. 1.17 yd. S. Price 1.15	Reg. 1.18 yd. S. Price 1.16
Reg. 1.19 yd. S. Price 1.17	Reg. 1.20 yd. S. Price 1.18
Reg. 1.21 yd. S. Price 1.19	Reg. 1.22 yd. S. Price 1.20
Reg. 1.23 yd. S. Price 1.21	Reg. 1.24 yd. S. Price 1.22
Reg. 1.25 yd. S. Price 1.23	Reg. 1.26 yd. S. Price 1.24
Reg. 1.27 yd. S. Price 1.25	Reg. 1.28 yd. S. Price 1.26
Reg. 1.29 yd. S. Price 1.27	Reg. 1.30 yd. S. Price 1.28
Reg. 1.31 yd. S. Price 1.29	Reg. 1.32 yd. S. Price 1.30
Reg. 1.33 yd. S. Price 1.31	Reg. 1.34 yd. S. Price 1.32
Reg. 1.35 yd. S. Price 1.33	Reg. 1.36 yd. S. Price 1.34
Reg. 1.37 yd. S. Price 1.35	Reg. 1.38 yd. S. Price 1.36
Reg. 1.39 yd. S. Price 1.37	Reg. 1.40 yd. S. Price 1.38
Reg. 1.41 yd. S. Price 1.39	