

June-July White Sale

"Make Hay While the Sun Shines"

That's just another way of saying "Make Money while our WHITE SALE LASTS." For this Sale is full of money-saving opportunities. To-day's store news adds more splendid offerings to the great collection of Bargains.

June-July White Sale

SPECIAL VALUES IN Fine Lace Curtains	White Shirting	Horrockses Shirting	Job Line Table Linen	Apron Holland	Velvet Pile Hearth Rugs	Velvet Pile Hearth Rugs	Tapestry Hearth Rugs	Velvet Pile Door Mats	Ladies' Handkerchiefs
We expect brisk selling in these special lines of Nottingham Lace Curtains, suitable for either country or city use. Beautiful floral designs, neat and massive, some with single border. 3 yd. Reg. \$1.20.....for .95 3 1-2 yd. Reg. \$1.60.....for \$1.30 3 1-2 yd. Reg. \$2.20.....for \$1.75 3 1-2 yd. Reg. \$2.60.....for \$2.15 3 1-2 yd. Reg. \$3.20.....for \$2.55	1200 yards 31 inches wide Reg. 12c yard for 9 1-2c.	the finest made absolutely pure Reg. 17c yd. for 14c.	700 yards fine Bleached, 60 inches wide worth 50c a yard for 41c yd.	500 yards, White and Blue 32 inches wide Reg. 11c for 9 1-2c yd.	The Club Ax- minster, size 35x75 inches Reg. \$4.75 for \$4.15 ea.	The Belgravia, size 27x64 inches Reg. \$2.50 for \$2.15 ea.	Neat patterns size 27x60 inches Reg. \$1.20 for 95c ea.	The balance of that big Job Line Blues and Greens 35c values for 19c ea	For the first week of our White Sale we will offer 500 dozen of Ladies' Handkerchiefs. They come with Lace, Embroidery and Hemstitched borders, with plain and dainty Embroidery centres. 200 doz. Lawn Hdch's Hemstitched and Open-work. Reg. 6c 3 for 11c 200 doz. Messurah Embroidered and Lace Edge. Reg. 10c 2 for 16c 100 doz. Silk lace edge and Embroidered. Reg. 18c for 14 cents

Dress Muslins and Cottons

Sale of 15,000 Yards

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 dimity 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 yd
for

10 cts.

Values to 16c yd
for

12 1/2 cts.

Values to 24c yd
for

17 cts.

Values to 35c yd
for

25 cts.

WOMEN! If You Never Before Indulged in a Footwear Revel, Come Early To-Morrow.

A poor shoe is the worst investment any one could make, no matter what the price; but when you're getting some of the best shoes on the market—shoes of the very highest standard of workmanship, style and quality—shoes worn with the greatest satisfaction by the most particular people—

When you're getting these shoes for \$2.25, it's an occasion for everyone to indulge.

BOOTS and SHOES.

The Beaute and L'Angelus,
Sold Everywhere at \$3.00 Pair.

ON
SALE
AT

\$2.25

ON
SALE
AT

The Boots are finest Vici Kid, with choice of either Laced or Buttoned. Lenox and Hub toes. In Shoes you have the choice of Patent Leather, Vici Kid, Velour Calf and Tan, Buttoned, Laced and Ankle Pumps.

500 PAIRS TO SELECT FROM.

Mail Orders filled while lot lasts. No appropriation.

iBgSavings on Women's Ready-to-Wear Apparel

Most Welcome News for Money-Saving Women

This week we will place on sale many special purchases in Ladies Ready-to-Wear apparel, that will put into the shade any previous offering of this nature. We're going to give you values that so far outclasses the best bargains you can get elsewhere as to make any other offerings dear by comparison. It is simply outside the range of possibility for any other store to equal or even approach these values.

Investigate for yourself and you'll agree that we are perfectly justified in making this strong claim.

This Sale involves a special purchase recently consummated through our London agent.

Ladies Embroidered Net Lace Dresses.

BLOUSES and SKIRTS, WITH LACE TO MATCH. NO TWO ALIKE.

Cream One Only \$23.50 for \$13.00	Cream One Only \$19.50 for \$11.50	Cream One Only \$18.00 for \$10.50	Cream One Only \$17.50 for \$9.75	Cream One Only \$16.00 for \$9.75	Cream One Only \$15.00 for \$8.75	Cream One Only \$14.00 for \$8.75	Cream One Only \$13.00 for \$7.75	Cream One Only \$12.00 for \$4.50	Cream One Only \$11.00 for \$4.50
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Paris, one only
\$19.75 for \$10.75

Gold Spangled one only
\$15.75 for \$8.75

White, one only
\$19.75 for \$12.75

LADIES \$5.75 COATS for \$3.75

50 only of Ladies Covert Cloth Coats, suitable for Summer or early Fall Wear, in colors of Fawn, Grey and Greens. Three-quarter, seven-eighths and full length.

Special \$3.75 each



Many other lines which we find impossible to give a detailed description of here, but on which special reductions will be given during this White Sale include:

Ladies Cloth Dresses
Ladies Blouse Robes

Childrens Silk Dresses
Childrens Cashmere Coats

Ladies Linen Suits
Childrens Pelises

Childrens Muslin Dresses
Childrens Pique Coats, etc.

Our Great Phenomenal Waist Sale Continues This Week

During last Friday, Saturday and Monday we sold over six hundred Waists. You may say that is wonderful selling. It is. But the values are still more wonderful. Remember we bought the entire samples of Canada's leading Waist Manufacturer. A Manufacturer noted for the quality of materials he uses, and correctness of style.

What Sort of Waist do You want?

VALUES TO
\$1.20 for
75 cts.

Values for \$1.20 75c	Values for \$1.60 \$1.14	Values for \$1.85 \$1.39	Values for \$2.40 \$1.88	Values for \$2.75 \$2.15	Values for \$3.00 \$2.25	Values for \$3.25 \$2.50	Values for \$4.50 \$3.55
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Wool Door Mats

Very neat and dainty colorings
Size 11 1/2 x 29 in
Reg. 35c
for

30c each

Cocoanut Door Mats

With Black and
Crimson wool
border Reg \$1.60
for

\$1.35 each

Canvas and Linoleum

400 yards of Floor Canvas, 2 yards wide. Reg. **59c.**

65c yard for.....
300 yds of 'Record' Cork Linoleum, 2 yards wide, neat patterns. Reg \$1.00 **85c.**

470 yds. of Best Scotch Inlaid Linoleum, 2 yds. wide. Reg. \$2.20 yard for..... **\$1.98**

6 doz. of Linoleum Door Mats, size 20x36 inches. Reg. 40c. each for **33c.**

NO BETTER TIME THAN DURING THIS WHITE SALE, TO BUY YOUR WHOLE SUMMER WANTS

100 pairs of Women's Imitation Black Cashmere Hose, seamless toes, assorted ribs. Special.....	17c.
100 pairs of Women's Black and Tan Cashmere, Lisle Thread, Lace Ankle and Silk Embroidered Hose, assorted ribs and plain. Reg. 40c. pair for.....	38c.
100 pairs of Women's Tan and Black Cashmere, Lisle Thread, Lace Ankle and Silk Embroidered Hose, assorted ribs and plain. Reg. 45c. pair for.....	45c.

THE ROYAL STORES LIMITED

DIRECTOIRE MERVE SILK RIBBONS, full eight inches wide, colors of Chasseur, Navy, Pink, Myrtle, Sky, Cream, White, Chevalier, Saxe, Reseda, Moss, etc. Reg. 65c. yard for..... **52c.**
HAND-OME FANCY MOIRE RIBBON, six inches wide, shaded colors of V Rose, Blues, Fawns, Helios, Greens, Pinks, etc. Reg. 85c. yard for..... **70c.**
SILK TAFETT RIBBON, four inches wide, colors of Pink, V Rose, Moss, Myrtle, Reseda, Browns, Nil, Sky, Torquoise, Cream, White, Navy, Saxe Crimson, Cardinal, Emerald and Black. Reg. 20c. yard for..... **17c.**