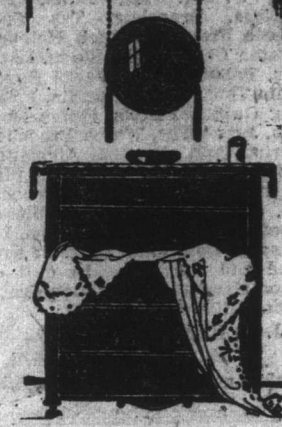


An Overwhelming Economy Occasion

The
Annual
June
-July

WHITE SALES

At
The
Royal
Stores



An occasion of great importance is waiting for you at the Royal Stores. Happening as regularly as the Summer itself, the June-July White Sale is always an opportunity to take thought of the fine warm days ahead, when "White Goods" of every description play such an important part--if one is to look and feel well-dressed.

WHEN ALL WHITE GOODS--Underwear, Household and Fancy Linens, Laces, Embroideries &c., are so substantially reduced, heavy buying follows naturally in such a Sale as this. But despite all the heavy selling, there are still many good values and great savings.

Come Early--and Bring Your Friends

Special Prices on Fancy Linens



Tea Cloths.

White Linen; hemstitched and embroidered.
Size
32 x 32. Reg. 1.40 ea. for \$1.00
32 x 32. Reg. 1.65 ea. for \$1.32
32 x 36. Reg. 2.00 ea. for \$1.60
Trimmed with lace and hemstitching.

Tray Cloths.

Fine White Linen; hemstitched and embroidered.
Size
18 x 27. Reg. 85c. ea. for 69c.

Table Centres.

White Linen; H. S. and embroidered.
Size
12 x 12. Reg. 40c. ea. for 32c.
12 x 12. Reg. 50c. ea. for 40c.
12 x 12. Reg. 65c. ea. for 53c.
Lace and insertion trimmed.

Table Napkins.

White Linen; Damasked.
Reg. 40c. each for \$1.00

Table Linens.

White Linen; Damasked.
Reg. 40c. each for \$1.00

Crochet Quilts.

2 x 2. Reg. 3.20 ea. for \$2.56
2 x 2. Reg. 3.50 ea. for \$2.80

Genuine Reductions on Silk, Wool and Cotton Dress Fabrics



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.

Colored Dress Voiles.

Exquisite New Voiles that are fairly a-bloom with summer flowers. You'll love them all. Colors range from dark shades to snowy white; width 38 inches.

Crepe-de-Chine.

White and Cream; 40 in. wide.
Reg. 3.25 yard for \$2.39
Reg. 3.75 yard for \$2.80

Georgette Crepe.

White and Cream; 40 in. wide.
Reg. 3.75 yard for \$2.83

Victoria Lawns.

38 inches wide.
Reg. 45c. yard for \$1.40
Reg. 50c. yard for \$1.50
Reg. 55c. yard for \$1.65

Figured Muslins.

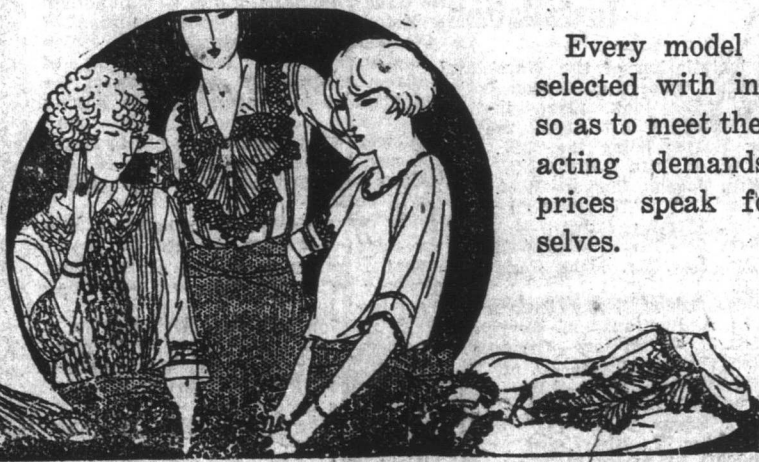
36 inches wide; all White.
Reg. \$1.25 yard for \$1.00

Jap Silks.

White, Ivory and Cream.
Width
27 in. Reg. \$1.25 yd. for \$1.10
20 in. Reg. \$2.50 yd. for \$1.95
36 in. Reg. \$2.85 yd. for \$2.15
36 in. Reg. \$3.00 yd. for \$2.30

The Newest in Wash Blouses and Skirts

Smart, practical new styles in Blouses and Skirts are features of our stocks this season. In all popular wash fabrics.



Every model has been selected with intelligence so as to meet the most exacting demands. The prices speak for themselves.

White Voile Blouses.

With hand embroidered designs, round and V shaped styles in collarless models and many others; sizes 34 to 44.
Reg. \$3.00 to \$3.75 for \$2.00
Reg. \$3.50 to \$4.50 for \$2.75
Reg. \$5.10 for \$3.25
Reg. \$4.75 to \$6.70 for \$3.50
Reg. \$7.50 to \$8.50 for \$3.75
Reg. \$6.50 for \$4.15
Reg. \$9.50 for \$5.00
Reg. 12.75 for \$6.00

White Tub Skirts.

Latest styles in the most popular washing materials, such as Bedford Cord, Pique, Linen and Gabardines; in all sizes.
Reg. \$4.50 each for \$2.65
Reg. \$5.50 each for \$3.50
Reg. \$6.50 each for \$4.00

Georgette Blouses.

White, Cream and assorted shades, lace, silk and embroidery trimmed.
Reg. \$11.50 each for \$5.95
Reg. \$12.50 each for \$6.50

Japanese Silk Blouses.

In White and Cream, mostly shirtwaist styles; sizes 34 to 44 in. bust.
Reg. \$4.25 each for \$3.25
Reg. \$4.50 each for \$3.50
Reg. \$5.25 each for \$4.00
Reg. \$6.00 each for \$4.50
Reg. \$9.50 each for \$7.50
Reg. 12.50 each for \$9.75

Crepe-de-Chene Blouses.

White and assorted shades; many new and attractive models; all sizes.
Reg. \$6.75 each for \$4.50
Reg. \$7.50 each for \$5.50
Reg. \$9.50 each for \$6.75
Reg. 12.50 each for \$8.50
Reg. 14.50 each for \$9.75

Dainty White Underwear



White Cambric Nightdresses.

Assorted styles; high neck with collar; V shaped and square neck, trimmed with embroidery and insertion; long sleeves; all sizes.
Regular \$3.00 each for \$1.75
Regular \$3.25 each for \$1.87
Regular \$4.00 each for \$2.27
Regular \$4.25 each for \$2.54
Regular \$5.25 each for \$3.00
Regular \$5.50 each for \$3.27
Regular \$6.25 each for \$3.64
Regular \$6.50 each for \$3.84
Regular \$8.25 each for \$4.50

White Princess Petticoats.

Fine Cambric garments, embroidery and lace trimmed, ribbon drawstrings, lace and embroidery flounces.
Regular \$2.55 each for \$1.15
Regular \$2.85 each for \$1.20
Regular \$3.25 each for \$1.45
Regular \$3.75 each for \$1.65

White Cambric Combinations.

Knickers and Camisoles combined; sizes 40 to 44; embroidery trimmed, fitted at waist; knickers are wide at knee.
Regular \$2.25 each for \$1.25

White Cambric Knickers.

Open and closed styles, drawstring at waist; loose and fitted knee, trimmed with lace and embroidery.
Regular \$2.00 each for \$1.00
Regular \$1.35 pair for 90c.
Regular \$1.50 pair for \$1.00
Regular \$1.70 pair for \$1.04
Regular \$1.80 pair for \$1.20
Regular \$2.00 pair for \$1.24
Regular \$2.25 pair for \$1.25

White Cambric Underskirts.

Well cut garments with flounces of lace and embroidery.
Regular \$2.00 each for \$1.00
Regular \$3.75 each for \$2.51
Regular \$4.25 each for \$2.81
Regular \$4.75 each for \$3.26
Regular \$5.25 each for \$3.64
Regular \$7.00 each for \$5.25

Pink Silk Camisoles.

Fillet lace tops, ribbon shoulder straps.
Regular \$2.00 each for \$1.24
Regular \$2.75 each for \$1.54
Regular \$3.00 each for \$1.80
Regular \$4.00 each for \$2.60

White Cambric Camisoles.

With and without sleeves, V shaped, round and square necks, embroidery and lace trimmed.
Regular \$1.00 each for 67c.
Regular \$1.40 each for \$1.00
Regular \$1.50 each for \$1.00
Regular \$1.85 each for \$1.24
Regular \$2.00 each for \$1.34
Regular \$2.50 each for \$1.67
Regular \$2.75 each for \$1.84
Regular \$3.00 each for \$2.00

Crepe-de-Chine Camisoles.

Shadow lace tops, ribbon bows; sizes 36 to 40.
Regular \$6.00 each for \$4.00

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.

White Lace Curtains.

Beautiful White Cotton Curtains in a wide variety of scroll and floral designs.

Floral Madras Muslins.

Cream, with neat key all-over design; 50 inches wide.
Reg. \$1.75 yard for \$1.59
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Floral Madras Muslins.

Cream, with all-over floral patterns; 36 inches wide.
Reg. \$1.75 yard for \$1.59
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Curtain Scrims.

In White and Cream, plain; 40 inches wide.
Reg. 27c. yard for \$2.40
Reg. 35c. yard for \$3.00
Reg. 65c. yard for \$5.80
Reg. \$1.10 yard for \$9.70
With Colored Borders.
Reg. 45c. yard for \$4.00
Reg. 55c. yard for \$4.90

Half-Blind Nets.

Assorted fine lace designs, white, scalloped edges, tape binding.
Width
20 in. Reg. 45c. yd. for \$5c.
21 in. Reg. 50c. yd. for \$5c.
23 in. Reg. 60c. yd. for \$5c.
23 in. Reg. 70c. yd. for \$5c.

Half-Blind Nets.

Assorted fine lace designs, white, scalloped edges, tape binding.
Width
20 in. Reg. 45c. yd. for \$5c.
21 in. Reg. 50c. yd. for \$5c.
23 in. Reg. 60c. yd. for \$5c.
23 in. Reg. 70c. yd. for \$5c.

Interesting Price Reductions 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.



White Twilled Sheetings.

Width
60 in. Reg. \$1.50 yd. for \$1.25
70 in. Reg. \$1.60 yd. for \$1.45
64 in. Reg. \$1.65 yd. for \$1.50
80 in. Reg. \$1.80 yd. for \$1.65

Blay Sheetings.

Width
60 in. Reg. 80c. yd. for 70c.
66 in. Reg. \$1.00 yd. for 85c.
60 in. Reg. \$1.35 yd. for \$1.20

Pillow Cottons.

Width
40 in. Reg. \$1.00 yd. for 80c.
40 in. Reg. \$1.15 yd. for \$1.05
40 in. Reg. \$1.30 yd. for \$1.15

White Shirtings.

Width
48 in. Reg. 27c. yd. for 24c.
27 in. Reg. 30c. yd. for 26c.
28 in. Reg. 35c. yd. for 30c.

Twilled Calico.

Width
34 in. Reg. 70c. yd. for 60c.
Horrockses Shirtings.
Width
32 in. Reg. 75c. yd. for 64c.
32 in. Reg. 80c. yd. for 70c.
36 in. Reg. 95c. yd. for 84c.
36 in. Reg. \$1.00 yd. for 88c.

Table Damasks

Pure White Linen; handsome scroll and floral designs; 72 inches wide.
Reg. \$1.50 yard for \$1.50
Reg. \$1.80 yard for \$1.63
Reg. \$1.95 yard for \$1.72
Reg. \$2.75 yard for \$2.45

Towelings.

Fancy Guest Linen Towelings.
Width
17 in. Reg. 75c. yd. for 64c.
Huckabuck, White.
Width
19 in. Reg. 65c. yd. for 56c.

White Turkish Toweling.

Width
13 in. Reg. 30c. yd. for 26c.
15 in. Reg. 45c. yd. for 40c.
17 in. Reg. 70c. yd. for 60c.

Brown Crash Toweling.

Width
17 in. Reg. 25c. yd. for 24c.
16 in. Reg. 30c. yd. for 26c.

Crash Toweling.

Width
15 in. Reg. 37c. yd. for 32c.
15 in. Reg. 45c. yd. for 40c.
15 in. Reg. 50c. yd. for 44c.
15 in. Reg. 70c. yd. for 60c.

White Dowlais Linen.

Width
27 in. Reg. 75c. yd. for 64c.
28 in. Reg. 90c. yd. for 79c.

Blay Table Linen.

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

Gingham House and Porch Dresses



A fascinating assortment of them awaits your choice at substantially reduced prices. Styles and patterns were never more attractive.

Martha Washington Dresses.

Reg. \$ 5.75 each for \$3.50
Reg. \$ 6.40 each for \$4.25
Reg. \$ 7.10 each for \$4.65
Reg. \$ 9.00 each for \$5.00
Reg. \$10.25 each for \$6.50
Reg. \$12.20 each for \$7.50

Organdie Muslin Dresses.

Plain and fancy colorings; smart accordion pleated frill effects.
Reg. \$20.00 each for \$10.00
Reg. \$24.00 each for \$12.00

Infants' Whitewear

Infants' Voile Dresses.

Finished with embroidery and insertion; to fit infants of 1 and 2 years; trimmed with embroidery and insertion; short sleeves; belt of ribbon.
Reg. \$5.00 each for \$3.00
Reg. \$6.75 each for \$4.25
Reg. \$8.00 each for \$4.80

Cambric Night Dresses.

White Cambric of excellent quality; round necks and short sleeves; finished with embroidery; all sizes.
Reg. \$1.35 each for \$1.10
Reg. \$1.45 each for \$1.20
Reg. \$1.65 each for \$1.45
Reg. \$1.80 each for \$1.65

Infants' Cambric Robes.

Finished with Val. Lace, tucks and Embroidery.
Reg. \$3.00 each for \$2.24
Reg. \$4.00 each for \$3.23
Reg. \$4.75 each for \$3.80
Reg. \$5.25 each for \$4.34
Reg. \$7.50 each for \$6.38

Infants' Day Dresses.

White Cambric; yokes and sleeves finished with fine lace and insertion.
Reg. \$1.25 each for \$1.05
Reg. \$1.50 each for \$1.25
Reg. \$1.85 each for \$1.55
Reg. \$2.50 each for \$2.05

The Royal Stores, Ltd.