

COMMENCING
FRIDAY, JUNE 20th.

JUNE-JULY

MAIL ORDERS
PROMPTLY FILLED.

Ladies' Aprons!

All styles, Muslin and Linen, with and without bibs; Swiss Embroidery trimmed.

Reg. 25c. each.	Sale Price	20c.
Reg. 30c. each.	Sale Price	25c.
Reg. 40c. each.	Sale Price	34c.
Reg. 50c. each.	Sale Price	42c.
Reg. 60c. each.	Sale Price	50c.
Reg. 90c. each.	Sale Price	70c.
Reg. \$1.25 each.	Sale Price	\$1.05

Our greatest JUNE-JULY WHITE SALE is now in full swing. This Sale has grown to be an important event in merchandising, the coming of which is looked forward to with interest by hundreds of people. In planning this Sale we had one object in view, and that, to serve our customers' interests to the best of our ability. We make no rash promises, yet we can safely assure you of values, variety, quantities and grades superior in every respect to the advantages offered at any previous Sale. Shape your plans so that you may visit this great Sale one day this week.

The Royal Stores Ltd.

HOUSEHOLD LINENS,

Tablecloths, Napkins, &c.

TABLE NAPKINS.

(Hemmed.)

Size 12x12. Reg. 4c. ea.	Sale Price	3c.
Size 18x18. Reg. 8c. ea.	Sale Price	7c.
Size 18x18. Reg. 10c. ea.	Sale Price	8c.
Size 20x20. Reg. 12c. ea.	Sale Price	10c.
Size 22x22. Reg. 20c. ea.	Sale Price	17c.
Size 22x22. Reg. 25c. ea.	Sale Price	21c.
Size 22x22. Reg. 30c. ea.	Sale Price	25c.
Size 22x22. Reg. 35c. ea.	Sale Price	30c.
Size 23x23. Reg. 40c. ea.	Sale Price	35c.
Size 23x23. Reg. 45c. ea.	Sale Price	39c.

TABLE CLOTHS.

(Plain White Damask.)

Size 66x66. Reg. \$1.25.	Sale Price	\$1.05
Size 8-4. Reg. \$1.50.	Sale Price	\$1.25
Size 8-4. Reg. \$1.75.	Sale Price	\$1.47
Size 8-10. Reg. \$2.00.	Sale Price	\$1.68
Size 8-10. Reg. \$2.50.	Sale Price	\$2.10
Size 8-4. Reg. \$2.75.	Sale Price	\$2.32
Size 8-10. Reg. \$3.00.	Sale Price	\$2.55
Size 8-10. Reg. \$4.70.	Sale Price	\$3.95

(Hemstitched.)

Size 63x63. Reg. \$2.00.	Sale Price	\$1.68
Size 66x104. Reg. \$3.75.	Sale Price	\$3.15
Size 70x106. Reg. \$4.50.	Sale Price	\$3.75

BIRD'S EYE DIAPER.

Reg. 14c. yd.	Sale Price	12½c.
Reg. 18c. yd.	Sale Price	16c.
Reg. 30c. yd.	Sale Price	26c.

OLD BLEACHED LINEN.

Width 36 in. Reg. 60c. yard.	Sale Price	54c.
Width 40 in. Reg. 75c. yard.	Sale Price	65c.

HUCKABUCK TOWELING.

Width 17 in. Reg. 13c. yard.	Sale Price	11½c.
Width 22 in. Reg. 20c. yard.	Sale Price	17c.
Width 26 in. Reg. 26c. yard.	Sale Price	23c.
Width 26 in. Reg. 32c. yard.	Sale Price	28c.
Width 28 in. Reg. 55c. yard.	Sale Price	48c.

DOWLAIS.

Reg. 14c. yd.	Sale Price	11½c.
Reg. 16c. yd.	Sale Price	13c.
Reg. 25c. yd.	Sale Price	21c.

WHITE HOLLANDS.

Reg. 10c. yd.	Sale Price	8c.
Reg. 12c. yd.	Sale Price	10c.
Reg. 14c. yd.	Sale Price	12c.
Reg. 16c. yd.	Sale Price	13c.

2,600 yards
White Shirting.

Here's another example of the money-saving opportunities that occur during this great sale. This line was secured by our buyer at nearly half its original price.

Following our usual custom we now hand over the advantages accruing from the transaction to our customers.

2600 yards White Shirting, 28 inches wide, smooth, even finish. Reg. 9c. yd. Friday

5 cts.

GREAT REDUCTIONS
on Lace Curtains, &
Curtain Fabrics.

The Curtain Department is replete with an up-to-date stock of beautiful Nottingham Lace Curtains; numerous new floral and other designs in White and Cream. The Curtains are real good values at their regular prices. At the Sale Prices we expect to clear them out very quickly.

2½ yards long. Reg. 90c. pair.	Sale Price	79c.
2½ yards long. Reg. 95c. pair.	Sale Price	82c.
2½ yards long. Reg. \$1.40 pair.	Sale Price	\$1.29
3 yards long. Reg. \$1.50 pair.	Sale Price	\$1.42
3 yards long. Reg. \$2.00 pair.	Sale Price	\$1.88
3½ yards long. Reg. \$2.50 pair.	Sale Price	\$2.10
3½ yards long. Reg. \$3.50 pair.	Sale Price	\$2.95
3½ yards long. Reg. 10.00 pair.	Sale Price	\$8.98

CURTAIN NETS.

For long Curtains, White and Cream; assorted widths, taped edges.

Reg. 9c. yard.	Sale Price	8c.
Reg. 16c. yard.	Sale Price	14c.
Reg. 20c. yard.	Sale Price	16c.
Reg. 70c. yard.	Sale Price	60c.

SASH CURTAINS.

Bres-Bis, White and Cream.		
Reg. 10c. yard.	Sale Price	8½c.
Reg. 20c. yard.	Sale Price	17c.
Reg. 35c. yard.	Sale Price	30c.

Remarkable
CORSET VALUES.

The very highest types of Canadian made Corsets are placed before the people of Newfoundland during this sale, in the widest variety of designs and styles ever shown in this city — and these at prices that defy competition.

LADIES' D. & A. CORSETS.

Drab and White, 4 different styles. Reg. \$2.00 pair. Sale Price \$1.00

The "NEW CREST" CORSET.

Reg. \$2.70 pair.	Sale Price	\$1.38
Reg. \$2.20 pair.	Sale Price	\$1.08
Besides these job lines we have made considerable price reductions on our regular stock.		
Reg. 60c. pair.	Sale Price	54c.
Reg. 70c. pair.	Sale Price	62c.
Reg. \$1.20 pair.	Sale Price	\$1.17
Reg. \$1.70 pair.	Sale Price	\$1.53
Reg. \$2.25 pair.	Sale Price	\$2.03
Reg. \$3.55 pair.	Sale Price	\$3.23

BRILLIANT ARRAY
Of White Underwear Specials.

LADIES' KNICKERS.

White Muslin Nainsook and English Long Cloth; trimmed with galons, Swiss embroidery, Lace and insertion. Many finished with Pink and Blue Ribbon beading.

Reg. 65c. each.	Sale Price	55c.
Reg. 70c. pair.	Sale Price	59c.
Reg. 85c. pair.	Sale Price	75c.
Reg. \$1.20 pair.	Sale Price	\$1.00
Reg. \$1.45 pair.	Sale Price	\$1.20
Reg. \$1.60 pair.	Sale Price	\$1.33

CAMBRIC COMBINATIONS.

Reg. \$1.20 each.	Sale Price	\$1.00
Reg. \$2.00 each.	Sale Price	\$1.65

CAMISOLES.

White Muslin and Lawn, daintily trimmed with Lace and Embroidery.		
Reg. 65c. each.	Sale Price	55c.
Reg. 70c. each.	Sale Price	59c.
Reg. 75c. each.	Sale Price	63c.
Reg. 80c. each.	Sale Price	67c.
Reg. 95c. each.	Sale Price	80c.
Reg. \$1.20 each.	Sale Price	\$1.00
Reg. \$1.40 each.	Sale Price	\$1.17
Reg. \$1.55 each.	Sale Price	\$1.28
Reg. \$2.00 each.	Sale Price	\$1.65

LADIES' JERSEY KNIT UNDERWEAR.

Vests, low neck, short sleeves; Pants, open and closed styles; Lace trimmed.		
Reg. 12c. each.	Sale Price	10c.
Reg. 15c. each.	Sale Price	13c.
Reg. 20c. each.	Sale Price	17c.
Reg. 25c. each.	Sale Price	22c.
Reg. 30c. each.	Sale Price	27c.
Reg. 40c. each.	Sale Price	35c.
Reg. 50c. each.	Sale Price	44c.
Reg. 60c. each.	Sale Price	51c.

BRIDAL SETS.

Consisting of Nightdresses, Chemise, Knickers and Camisoles, all to match. No two patterns alike.

Reg. \$4.50 set.	Sale Price	\$3.70
Reg. \$5.50 set.	Sale Price	\$4.50
Reg. \$6.50 set.	Sale Price	\$5.30
Reg. \$7.50 set.	Sale Price	\$6.15

DR. JAEGER'S PURE WOOL UNDERWEAR.

Extra special offer of this famous make of Underwear to hold good during this Sale only.

Ladies' Vests, all wool, low neck, short sleeves.		
Reg. \$1.90.	Sale Price	\$1.35
Long Sleeve Vests, Reg. \$1.90.	Sale Price	\$1.50
Knee Length Pants, all sizes.		
Reg. \$2.35 and \$2.50 each.	Sale Price	\$1.90

WHITE SHEETS.

(Twilled.)

Size 2 x 2½ yds. Reg. \$1.50 pr.	Sale Price	\$1.25
Size 2 x 2½ yds. Reg. \$1.90 pr.	Sale Price	\$1.58
Size 2 x 2½ yds. Reg. \$2.50 pr.	Sale Price	\$2.10
Size 2 x 2½ yds. Reg. \$3.00 pr.	Sale Price	\$2.50
Size 2 x 2½ yds. Reg. \$4.00 pr.	Sale Price	\$3.45
Size 2 x 2½ yds. Reg. \$1.75 pr.	Sale Price	\$1.46

WHITE SHEETING.

(Twilled.)

68-70 ins. wide. Reg. 30c. yd.	Sale Price	26c.
70 ins. wide. Reg. 35c. yd.	Sale Price	30c.
80 ins. wide. Reg. 65c. yd.	Sale Price	57c.
80 ins. wide. Reg. 65c. yd.	Sale Price	48c.
80 ins. wide. Reg. 65c. yd.	Sale Price	57c.
90 ins. wide. Reg. 70c. yd.	Sale Price	60c.

HONEYCOMB QUILTS.

Size 8-4. Reg. \$1.50 ea.	Sale Price	\$1.25
Size 8-10. Reg. 2.50 ea.	Sale Price	\$2.10
Size 8-10. Reg. 3.00 ea.	Sale Price	\$2.55
Size 8-10. Reg. 3.75 ea.	Sale Price	\$3.15

BLAY SHEETS.

Size 9-4. Reg. \$1.10 pr.	Sale Price	95c.
Size 8-4. Reg. 75c. pr.	Sale Price	65c.

SUMMIT QUILTS.

Size 8-4. Reg. \$1.25 ea.	Sale Price	\$1.05
---------------------------	------------	--------

SHEETS, SHEETINGS,
QUILTS, TOWELS, &c.

MARCELLA QUILTS.

Size 10-4. Reg. \$1.65.	Sale Price	\$1.38
Size 10-4. Reg. \$1.75.	Sale Price	\$1.47
Size 10-4. Reg. \$2.50.	Sale Price	\$2.10
Size 10-4. Reg. \$3.55.	Sale Price	\$3.00
Size 10-4. Reg. \$4.25.	Sale Price	\$3.57
Size 10-4. Reg. \$4.75.	Sale Price	\$4.00

PILLOW COTTON.

(Circular—Plain.)

40 in. wide. Reg. 20c. yd.	Sale Price	17c.
42 in. wide. Reg. 20c. yd.	Sale Price	17c.
42 in. wide. Reg. 25c. yd.	Sale Price	22c.
46 in. wide. Reg. 35c. yd.	Sale Price	30c.
48 in. wide. Reg. 40c. yd.	Sale Price	35c.

WHITE TOWELING.

(Turkish.)

Reg. 9c. yard.	Sale Price	8c.
Reg. 11c. yard.	Sale Price	9½c.
Reg. 13c. yard.	Sale Price	10½c.
Reg. 15c. yard.	Sale Price	13c.
Reg. 18c. yard.	Sale Price	16c.
Reg. 17c. yard.	Sale Price	15c.
Reg. 22c. yard.	Sale Price	19c.
Reg. 25c. yard.	Sale Price	22c.
Reg. 30c. yard.	Sale Price	26c.

FANCY LINENS,
Tea Cloths, Tray Cloths, Sideboard
Cloths, &c.

Rare opportunities for saving money on all kinds of Fancy Linens.

TEA CLOTHS.

Trimmed with Lace and Embroidery.		
Size 36 x 36. Reg. 65c. each.	Sale Price	55c.
Size 36 x 36. Reg. 75c. each.	Sale Price	63c.
Size 36 x 36. Reg. 85c. each.	Sale Price	73c.

TABLE CENTRES.

Size 21 x 21. Reg. 25c. each.	Sale Price	21c.
Size 21 x 21. Reg. 35c. each.	Sale Price	30c.
Size 21 x 21. Reg. 50c. each.	Sale Price	43c.

TRAY CLOTHS.

Linen, Hemstitched, Tamboured Lace and Insertion trimmed.		
Size 17 x 27. Reg. 20c. each.	Sale Price	17c.
Size 20 x 30. Reg. 55c. each.	Sale Price	47c.
Size 20 x 20. Reg. 1.00 each.	Sale Price	85c.

SIDEBOARD COVERS.

Linen, Hemstitched and Embroidered, Lace, Insertion and Battenburg trimmed.		
Size 12 x 64. Reg. 50c. each.	Sale Price	43c.
Size 15 x 68. Reg. 65c. each.	Sale Price	55c.
Size 15 x 68. Reg. 70c. each.	Sale Price	60c.

DUCHESS SETS.

White Linen, Battenburg Lace, Insertion and Embroidery trimmed; 4 pieces in set.		
Size 14 x 60. Reg. 45c.	Sale Price	39c.
Size 14 x 60. Reg. 60c.	Sale Price	50c.
Size 14 x 60. Reg. 85c.	Sale Price	73c.
Size 14 x 60. Reg. \$1.25.	Sale Price	\$1.05

15,000 yds.
Muslins & Cottons.

Exceptional values are offered in dainty Muslins, Cottons, &c. just at the time when they are most needed for summer Dressing, Waists, Children's Dresses, &c. They comprise fine Irish Dimity Muslins in fancy Stripes and Checks; pretty floral effects on White grounds; Zephyrs, Cambrics, Mercer Lawns, Voiles, Prints, Piques, Poplins, Batistes, Shower of Hall, Muslins, Crepe Cloth, Ratines on plain and colored grounds.

Reg. 9c. yard.	Sale Price	8c.
Reg. 10c. yard.	Sale Price	8½c.
Reg. 12c. yard.	Sale Price	10½c.
Reg. 15c. yard.	Sale Price	13c.
Reg. 18c. yard.	Sale Price	16c.
Reg. 22c. yard.	Sale Price	19c.
Reg. 25c. yard.	Sale Price	22c.
Reg. 28c. yard.	Sale Price	24c.
Reg. 30c. yard.	Sale Price	26c.
Reg. 35c. yard.	Sale Price	30c.