

SHOWROOMS.

ms. consisting wear, in uses, etc.

Misses' Dress Gains

a list of Special Value Embroidered Lawn, Cotton, at prices far below. The quantities are advise an early pur-

boys 2 to 4 years, to size. **ESS BARGAIN**, dainty trimmings, 70c. up. 4 years old, according

ESS BARGAIN, trim Insertion, Swiss Emb. Ribbon; fit ages 2 to according to size.

EMBROIDERED N, to fit age 10 to 16 smart, \$2.50 up, ac-

ESS BARGAIN, to fit dainty Saxe Blue trim according to size.

linen. Worth **80c.**

ies'

Allover Embroidery

ess Specials

made high grade very, all sizes in stock,

25, 3.50,

them are worth more address.

\$4.95

Showroom Depts.

R & Co.,

Dealers in

Handise, Etc.

1216.

ONLY.

promptly at

Halifax to St. John's

St. John's to Liverpool

June 9th June 12th

June 16th June 19th

June 23rd July 1st

apply to

Water St., East

Wash Dresses.

hyrs and Linens, in to \$9, \$1.69.

Trew.

BARGAINS IN BATH SHEETS.

White Turkish Bath Sheets, fringed and hemstitched ends; all large sizes.
Reg. \$1.25 ea. Sale Price. \$1.05
Reg. \$1.65 ea. Sale Price. \$1.40
Reg. \$1.90 ea. Sale Price. \$1.65
Reg. \$2.00 ea. Sale Price. \$1.76

Ladies' Neckwear at Sale Prices

You'd scarcely believe what a splendid collection of dainty neck fixings we have gathered together for this White Sale, and our customers haven't been a bit backward in telling us that our selection is not only by far the largest, but our prices are decidedly the lowest.

From 20c. to \$1.00 each

Pillow Cases, Shams and Sheetings.

The secret of the popularity of our staple department lies in this fact—that the values are unexcelled, and in most cases without equal in St. John's.

Pillow Cases		Pillow Shams	
PLAIN TAPED.			
Regular 12c. for	10c.	Regular 50c. for	40c.
Regular 15c. for	12c.	Regular 60c. for	48c.
Regular 25c. for	20c.	Regular 75c. for	60c.
Regular 45c. for	36c.	Regular 80c. for	64c.
HEMSTITCHED.			
Regular 40c. for	32c.	Regular 90c. for	72c.
Regular 55c. for	44c.	Regular \$1.10 for	88c.
Regular 65c. for	52c.	Regular \$1.20 for	96c.
FRILLED.			
Regular 20c. for	16c.	Regular 75c. for	60c.
Regular 30c. for	24c.	H. S. AND EMBROIDERED.	
Regular 40c. for	32c.	Regular 80c. for	64c.
Regular 50c. for	40c.	Regular \$1.20 for	96c.
Regular 75c. for	60c.	WHITE TWILL SHEETINGS.	
Regular 90c. for	72c.	72 in. wide. Reg. 40c. for	35c.
Regular \$1.00 for	80c.	68 in. wide. Reg. 45c. for	40c.
FRILLED and EMBROIDERED.			
Regular 30c. for	24c.	72 in. wide. Reg. 55c. for	47c.
Regular 45c. for	36c.	80 in. wide. Reg. 75c. for	65c.
Regular 90c. for	72c.	90 in. wide. Reg. 90c. for	78c.
H. S. WITH SCALLOPED EDGE.			
Regular 35c. for	28c.	WHITE PLAIN SHEETING.	
68 in. wide. Reg. 35c. for			
80 in. wide. Reg. 45c. for			
80 in. wide. Reg. 65c. for			
90 in. wide. Reg. 75c. for			
90 in. wide. Reg. 90c. for			

Lace Curtain Sale

These are practically all in choice new goods. The beauty of the designs, the great varieties and the irresistible low prices are causing a furore among ladies who really know and appreciate fine hangings.

WHITE LACE CURTAINS.	
2 1/2 yards long—Reg. 60c. pair	Sale Price 50c.
2 1/2 yards long—Reg. 70c. pair	Sale Price 60c.
2 1/2 yards long—Reg. 80c. pair	Sale Price 70c.
2 1/2 yards long—Reg. 90c. pair	Sale Price 77c.
2 1/2 yards long—Reg. \$1.20 pair	Sale Price \$1.00
2 1/2 yards long—Reg. \$1.30 pair	Sale Price \$1.10
2 1/2 yards long—Reg. \$1.65 pair	Sale Price \$1.35
2 1/2 yards long—Reg. \$1.65 pair	Sale Price \$1.27
2 1/2 yards long—Reg. \$2.25 pair	Sale Price \$2.75
2 1/2 yards long—Reg. \$3.75 pair	Sale Price \$3.15
2 1/2 yards long—Reg. \$4.25 pair	Sale Price \$3.57
2 1/2 yards long—Reg. \$4.75 pair	Sale Price \$4.09
3 1/2 yards long—Reg. \$5.50 pair	Sale Price \$6.05
4 yards long—Reg. \$6.50 pair	Sale Price \$5.50
4 yards long—Reg. \$9.00 pair	Sale Price \$7.60
CREAM LACE CURTAINS.	
2 1/2 yards long—Reg. \$1.00 pair	Sale Price 85c.
3 yards long—Reg. \$2.75 pair	Sale Price \$2.35
3 1/2 yards long—Reg. \$1.20 pair	Sale Price \$1.10
3 1/2 yards long—Reg. \$1.60 pair	Sale Price \$1.35
3 1/2 yards long—Reg. \$2.20 pair	Sale Price \$1.90
3 1/2 yards long—Reg. \$2.60 pair	Sale Price \$2.20
3 1/2 yards long—Reg. \$3.60 pair	Sale Price \$3.05
3 1/2 yards long—Reg. \$3.75 pair	Sale Price \$3.15
3 1/2 yards long—Reg. \$4.25 pair	Sale Price \$3.57
3 1/2 yards long—Reg. \$6.50 pair	Sale Price \$5.50
3 1/2 yards long—Reg. \$8.00 pair	Sale Price \$6.75

JOB SHEETS

A job line of White American Sheets, what the maker considered imperfections—small holes, thickened threads or occasional machine stains, have brought these splendid Sheets down in price; all of bleached sheeting, hemmed ready for use.

PRICED FOR QUICK SELLING,
53 to \$1.06 each

All-Over Embroidery

All Over Embroidery, Lawn, Cambric and Muslin.
Width 16 inches—Regular 30c. yard. Sale Price 25c.
Width 18 inches—Regular 35c. yard. Sale Price 29c.
Width 18 inches—Regular 40c. yard. Sale Price 34c.
Width 21 inches—Regular 45c. yard. Sale Price 38c.
Width 21 inches—Regular 50c. yard. Sale Price 42c.
Width 22 inches—Regular 55c. yard. Sale Price 46c.
Width 21 inches—Regular 65c. yard. Sale Price 55c.
Width 22 inches—Regular 80c. yard. Sale Price 67c.
Width 23 inches—Regular 1.00 yard. Sale Price 85c.

FRIDAY & SATURDAY

The Last Two Days of Our

GREAT

WHITE SALE

We want to make these the best, not only in sales but in values. Many new lines have arrived and are marked at Special Prices for this occasion. Come early for best selections.

Girls Dresses, Blouses, Etc., At Sale Prices

A magnificent array of offerings in which every prudent mother should interest herself without delay. With vacation time but a few days off and summer junkets planning, this event should prove to be of more than ordinary interest. In fact it has never been our pleasure to offer such a splendid collection of Girls' Outerwear for so little money.



CHILDREN'S & MISSES' COTTON DRESSES.

(To fit from 6 to 14 years.)

Reg. 20c. Sale Price 16c.	Reg. 85c. Sale Price 60c.
Reg. 28c. Sale Price 20c.	Reg. 95c. Sale Price 78c.
Reg. 30c. Sale Price 24c.	Reg. \$1.00. Sale Price 80c.
Reg. 35c. Sale Price 25c.	Reg. \$1.10. Sale Price 88c.
Reg. 45c. Sale Price 35c.	Reg. \$1.20. Sale Price 96c.
Reg. 55c. Sale Price 41c.	Reg. \$1.35. Sale Price \$1.06
Reg. 70c. Sale Price 56c.	Reg. \$1.45. Sale Price \$1.16
Reg. 85c. Sale Price 68c.	Reg. \$1.50. Sale Price \$1.20
Reg. \$1.00. Sale Price 80c.	Reg. \$1.60. Sale Price \$1.28
Reg. \$1.20. Sale Price 96c.	Reg. \$1.65. Sale Price \$1.32
Reg. \$1.40. Sale Price \$1.12	Reg. \$1.75. Sale Price \$1.47
Reg. \$1.60. Sale Price \$1.28	Reg. \$1.85. Sale Price \$1.56
Reg. \$1.85. Sale Price \$1.47	Reg. \$2.00. Sale Price \$1.60
Reg. \$2.25. Sale Price \$2.05	Reg. \$2.25. Sale Price \$2.05
Reg. \$2.45. Sale Price \$2.05	Reg. \$2.50. Sale Price \$2.50
CHILDREN'S & MISSES' MIDDY BLOUSES.	
(To fit from 6 to 16 years.)	
Reg. 60c. Sale Price 45c.	Reg. \$3.50. Sale Price \$3.00
Reg. 90c. Sale Price 72c.	Reg. \$3.75. Sale Price \$3.15
Reg. \$1.00. Sale Price 80c.	Reg. \$4.00. Sale Price \$3.40
Reg. \$1.55. Sale Price \$1.32	Reg. \$4.25. Sale Price \$3.75
Reg. \$1.85. Sale Price \$1.47	Reg. \$5.00. Sale Price \$4.75

White Sale Activity In Showroom

There hasn't been a moment since the beginning of the White Sale when the splendid sweep of White in the Showroom hasn't been the centre of attraction.

Women who have compared undergarments offered in this Sale with those exploited elsewhere in a more or less half-hearted manner will understand the reasons for this continued success. To-day's varied offerings of Camisoles, Drawers, Underskirts and Nightdresses exemplify these reasons.



CAMISOLES—Made of English Cotton; the yoke is of embroidery insertion, trimmed with ribbon beading; square and V shaped necks, armholes and neck are lace-edged. Reg. 50c. Sale Price 40c

DRAWERS—Made of American and English Cotton, trimmed with 3 inch frill of embroidery at the knee; a desirable garment at a low price. Regular 50c. Sale Price 40c

UNDERSKIRTS—The top and under founce are of English Cotton and has a 9 in. embroidery founce, which is headed by a cluster of fine plants. Regular 80c. Sale Price 64c

UNDERSKIRTS of Mercerised Satteen and soft Nainsook, with 10 to 15 inch founces, some trimmed with embroidery and silk ribbon. Reg. \$2.25. Sale Price 1.80

NIGHTDRESSES—Trimmed with two rows of Torchon Lace in front. The neck and sleeves are completed by the same trimming; made of fine English Cotton. Reg. 65c. for 52c

NIGHTDRESSES—Made of Horrockses fine Longcloth, some embroidered, with neck and sleeves nicely scalloped, others with embroidery trimmed yokes and ribbon beading. Reg. \$1.85. Sale Price 1.50

CAMISOLES—Made of Nainsook and Longcloth, Val. Lace and Embroidery yokes, with ribbon run beading and some nicely finished with a bow of 2 inch satin ribbon; square and V shaped necks. Regular \$1.30 ea. Sale Price 1.04

UNDERSKIRTS—Made of fine English Cotton, with two rows of embroidery insertion, narrow heading with ribbon heads the 9 inch founce. Regular \$1.20. Sale Price 96c

CAMISOLES—Made of fine Nainsook and cotton, V and square necks trimmed with embroidery and lace, some with ribbon run beading; a big variety to select from. Regular 95c. Sale Price 76c

Lace Curtains

In the Lace Curtain Department we are offering particularly dainty things just now. The new goods—fresh from the looms—are being shown in a large variety of pretty patterns and novel designs. Cool looking, restful and satisfying to the eye and sense, they are particularly appropriate for summer use, whether it be in the mansion or summer cottage. White Sale Prices, 50c. to \$7.60 pair.

Ladies' Handkerch's at Sale Prices

Large assortment of Linen, Lawn and Cambric Handkerchiefs, trimmed with lace, embroidery and stitching.
Regular 6c. each. Sale Price 5c.
Regular 8c. each. Sale Price 7c.
Regular 9c. each. Sale Price 7c.
Regular 15c. each. Sale Price 12c.
Regular 25c. each. Sale Price 20c.
Regular 35c. each. Sale Price 29c.

A Red Letter Day In Quilts

Never before were we able to offer you better values in White Quilts than at present. An opportunity to purchase on exceptionally favorable terms presented itself recently, and we are now in possession of a stock of White Crochet and Marcella Quilts worthy of our already well known reputation.

We wish our many customers and the public generally to participate in this Sale.

Some are marked half their usual values and some a third less. Prices range from

\$1.18 to \$3.50

Honeycomb and Marcella Quilts,

From our Regular Stock at Sale Prices

HONEYCOMB.		MARCELLA.	
9/4 SIZE.			
Regular 75c. for	61c.	Regular 75c. for	61c.
Regular 80c. for	68c.	Regular \$3.00 for	\$2.55
10/4 SIZE.			
Regular \$1.60 for	\$1.23	Regular \$3.00 for	\$2.55
Regular \$2.50 for	\$2.10	Regular \$3.40 for	\$2.85
Regular \$2.75 for	\$2.35	Regular \$3.40 for	\$2.85
12/4 SIZE.			
Regular \$3.00 for	\$2.55	Regular \$3.40 for	\$2.85
Regular \$3.50 for	\$2.95	Regular \$4.00 for	\$3.25
Regular \$4.00 for	\$3.35	Regular \$4.50 for	\$3.75
Regular \$4.25 for	\$3.57	Regular \$5.50 for	\$4.65
Regular \$4.50 for	\$3.78	Regular \$7.00 for	\$5.90

Ladies' Waists

Opportunities to save money that should stir every economical woman. So varied an assortment, such desirable attractive styles and materials at prices so greatly below regular value have not been offered here before. Many are "while they last" groups, which we know will go like the wind, so we warn you to come early.

LADIES' WHITE VOILE and MUSLIN WAISTS.

Regular 65c. each. Sale Price 52c.
Regular 75c. each. Sale Price 60c.
Regular 85c. each. Sale Price 68c.
Regular 90c. each. Sale Price 72c.
Regular 95c. each. Sale Price 76c.
Regular \$1.05 each. Sale Price \$1.00
Regular \$1.15 each. Sale Price \$1.16
Regular \$1.25 each. Sale Price \$1.20
Regular \$1.35 each. Sale Price \$1.40
Regular \$1.45 each. Sale Price \$1.47
Regular \$1.55 each. Sale Price \$1.60
Regular \$1.65 each. Sale Price \$1.80
Regular \$1.75 each. Sale Price \$1.80
Regular \$1.85 each. Sale Price \$1.80
Regular \$1.95 each. Sale Price \$1.80
Regular \$2.05 each. Sale Price \$2.00
Regular \$2.15 each. Sale Price \$2.05
Regular \$2.25 each. Sale Price \$2.20
Regular \$2.35 each. Sale Price \$2.50
Regular \$2.45 each. Sale Price \$2.50
Regular \$2.55 each. Sale Price \$2.50

LADIES' WHITE LINEN and PIQUE SHIRTSWAISTS.

Regular 60c. each. Sale Price 48c.
Regular 70c. each. Sale Price 56c.
Regular 80c. each. Sale Price 72c.
Regular \$1.25 each. Sale Price \$1.00
Regular \$1.50 each. Sale Price \$1.20
Regular \$1.75 each. Sale Price \$1.40
Regular \$1.80 each. Sale Price \$1.44

Remarkable Values in Ladies' Dresses.

LADIES' WHITE VOILE AND MUSLIN DRESSES.

Regular \$3.00. Sale Price \$2.50
Regular \$3.75. Sale Price \$3.15
Regular \$4.00. Sale Price \$3.40
Regular \$4.25. Sale Price \$3.68
Regular \$5.00. Sale Price \$4.25
Regular \$5.90. Sale Price \$4.85
Regular \$6.00. Sale Price \$4.98
Regular \$6.75. Sale Price \$5.62
Regular \$7.25. Sale Price \$6.02
Regular \$7.95. Sale Price \$6.75
Regular \$8.50. Sale Price \$7.13
Regular \$9.25. Sale Price \$7.73
Regular \$9.75. Sale Price \$8.18
Regular \$10.50. Sale Price \$8.75
Regular \$12.25. Sale Price \$10.15
Regular \$12.75. Sale Price \$10.68
Regular \$16.75. Sale Price \$13.98
Regular \$18.50. Sale Price \$15.45

LADIES' COTTON, MUSLIN AND GINGHAM DRESSES.

Regular 80c. Sale Price 64c.
Regular 90c. Sale Price 72c.
Regular \$1.10. Sale Price 88c.
Regular \$1.25. Sale Price \$1.00
Regular \$1.65. Sale Price \$1.32
Regular \$1.80. Sale Price \$1.44
Regular \$2.25. Sale Price \$1.80
Regular \$3.50. Sale Price \$2.90

LADIES' COL'D & FANCY VOILE & MUSLIN DRESSES.

Regular \$2.85. Sale Price \$2.40
Regular \$3.75. Sale Price \$3.15
Regular \$4.25. Sale Price \$3.59
Regular \$4.75. Sale Price \$3.98
Regular \$5.00. Sale Price \$4.10
Regular \$10.50