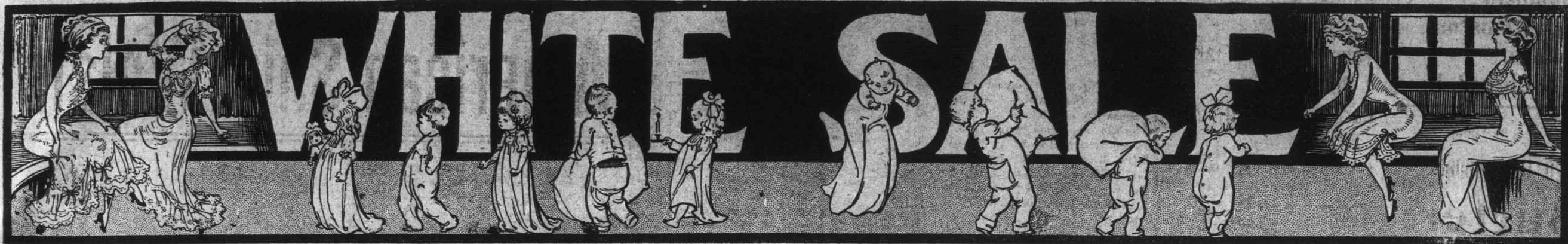


The ROYAL Stores Limited

JUNE-JULY

The ROYAL Stores Limited



ALL MAIL ORDERS FOR THESE GOODS MUST BE ACCOMPANIED WITH CASH. PROMPT SHIPPING GUARANTEED.

THIS STORE has put forth an endeavor never before equalled to offer extraordinary values in Seasonable High-Class Merchandise of Character, Style and Quality, during this their first June-July White Sale. And as a result of the sharp concessions from regular prices on our own distinctive stock, in addition to the unprecedented values in desirable lines purchased specially for this Sale, great selling activity is expected, exceeding that of any previous sale.

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Attractive Corset Values

This Department is now offering some very attractive values in Ladies' Corsets. All the leading shapes are represented in this Sale, thus affording intending purchasers an unusual opportunity to secure a high grade Corset at a very low price.

The model shown here, has been selected from our regular stock, to show one of the many styles to be offered during the White Sale.

Choice of either White and Grey, and all with suspenders attached.

Reg. \$2.20 Values for \$1.95 pair.
Reg. \$1.40 Values for \$1.18 pair.
Reg. \$1.00 Values for .88 pair.
Reg. .75 Values for .65 pair.



Our June-July Sale of Ladies' Whitewear

BRINGS you the sort of garments you want, at less than you can buy them anywhere else. Not only lowest prices, but lower prices, coupled with better qualities. This is the keynote of our June-July White Sale of Misses', Children's and Women's White Underwear; no cheaply made or inferior goods, nothing that won't give good service, but plenty of good looking, well made, perfect fitting, long wearing garments. That's what you'll obtain here at surprisingly little prices.

CORSET COVERS, of White Cotton, necks and arms edged with torchon lace, 3/4 sleeves. Reg. \$5c. each, for... **28c**

CORSET COVERS, English White Cotton, front vandyked with valenciennes lace, neck and sleeves finish with valenciennes lace to match. Reg. 50c. each, for... **40c**

DRAWERS, White Nainsook with frill of torchon lace and embroidery, umbrella legs. Reg. 75c. pair, for... **62c**

DRAWERS, White Lawn, some with embroidery frill others with deep lawn insertion. Reg. 95c. pair, for... **76c**

NIGHTDRESSES, White American Cotton and Nainsook, square and round necks, with embroidery and lace yokes, ribbon draw and bow, sleeves to match. Reg. \$1.55 each, for... **1.30**

NIGHTDRESSES, White Cotton and Longcloth, slip-over styles, yokes and sleeves very neatly trimmed with imitation baby Irish insertion; others with fine tucks and embroidery. Reg. \$3.00 each, for... **2.40**

UNDERSKIRTS, White Cotton, with 11 inch lawn flounces, one cluster of four tucks and finished with 5 inch frill of embroidery with dust frill underneath, some with Pink and Pale Blue ribbon beading. Reg. \$1.25 each, for... **1.00**

UNDERSKIRTS, fine English White Cotton, 17 inch flounces, with tucks and open work embroidery and insertion, some trimmed with clusters of tucks and embroidery. Reg. \$1.50 each, for... **1.20**

UNDERSKIRTS, fine Nainsook with 15 inch flounces of new pattern embroidery and three tucks. Reg. \$2.25 each, for... **1.85**

Infants', Misses' and Children's Underwear, including Knickerbockers, Robes, Gowns, Singlets, etc. **LESS 10 per cent. discount.**

Linen Table Cloths

Another opportunity to purchase high class Linen Table Cloths at a very low price. A most fortunate purchase places this handsome line, together with our regular stocks, within your reach during this White Sale at much less than ordinary prices.



TABLE CLOTHS.	Worth.	Sale Price.
45x 45 ins.	\$1.00	.79
64x 64 ins.	\$1.40	\$1.15
72x 72 ins.	\$1.60	\$1.32
72x108 ins.	\$1.90	\$1.60
72x 90 ins.	\$2.75	\$2.30
72x 90 ins.	\$3.25	\$2.85
72x 90 ins.	\$3.50	\$3.05
72x144 ins.	\$4.25	\$3.55
72x108 ins.	\$5.25	\$4.35
72x108 ins.	\$6.00	\$5.15

H.S. TABLE CLOTHS.

Worth	Sale Price
66x 68 ins. ..	\$2.20
72x 90 ins. ..	\$3.50
72x126 ins. ..	\$6.00
	\$1.85
	\$3.05
	\$5.15

TABLE NAPKINS.

50 doz. 20x20 ins.	Reg. 10c. for 8c.
45 doz. 20x20 ins.	Reg. 14c. for 11c.
5 doz. 22x22 ins.	Reg. 18c. for 14c.
9 doz. 24x24 ins.	Reg. 28c. for 24c.

Household Linens, Sheets, Sheetings, Towels, Pillow Cases, Quilts, etc., etc.



The secret of the popularity of our staple department lies in this fact—that the values are unexcelled, and in most cases without equals in St. John's. There's one thing you're absolutely sure of here—the very best returns in dependable qualities for the money invested. You'll do well to see these lines in household necessities for the first week's selling.

SHEETS—A special line of good English Sheets, made from a fine pure cotton, perfectly free from dressing; nicely hemmed.
Size 68 x 90 inches. Regular \$1.65 pair for... **\$1.35**
Size 81 x 108 inches. Regular \$3.50 pair for... **\$3.10**
Size 81 x 99 inches. Regular \$4.50 pair for... **\$3.90**

PILLOW CASES, frilled and hemstitched, made from a good wearing cotton.
Size 20 x 30 inches. Regular 30c. for... **24c.**
Size 20 x 30 inches. Regular 35c. for... **29c.**
Size 20 x 30 inches. Regular 50c. for... **45c.**

TURKISH TOWELS—600 White and Blay Turkish Towels, being part of a special purchase.
Size 16 x 36 inches. Regular 12c. each for... **9c.**
Size 18 x 33 inches. Regular 25c. each for... **20c.**
Size 24 x 45 inches. Regular 40c. each for... **33c.**

WHITE QUILTS.

700 American White Crochet, Honeycomb and Marcella Quilts, some fringed, some plain and others hemmed. A rare bargain.
Reg. \$1.00 for 90c. \$1.25 for \$1.05 \$1.50 for \$1.20 \$1.80 for \$1.40 \$2.00 for \$1.65 \$2.50 for \$2.15

White Shirting 1200 yards, 31 inches wide. Reg. 12c. yard for 9 1-2 cts	Horrockses Shirting The finest made, absolutely pure. Reg. 17c. yard for 14c
Job Line Table Linen 700 yards fine Bleached, 60 inches wide. Worth 50c. yard for 4c yard	Bleached Table Linen 300 yards only. 58 inches wide. Reg. 35c. for 30c yard
American Cotton Blankets 2 3/4 yards long, choice of Pink or Pale Blue border. Reg. \$1.10 for 95c pair	Apron Holland 500 yards, White and Blay; 32 inches wide. Reg. 11c. for 9 1-2 c yard

SPECIAL VALUES IN Fine Lace Curtains

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.

Size 3 yard. Reg. \$1.20 pair. for .95
Size 3 1/2 yard. Reg. \$1.60 pair. for \$1.30
Size 3 1/2 yard. Reg. \$2.20 pair. for \$1.75
Size 3 1/2 yard. Reg. \$2.60 pair. for \$2.15
Size 3 1/2 yard. Reg. \$3.20 pair. for \$2.55

15,000 Yards of Dress Muslins and Cottons

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 yard for 10c. | Values to 16c yard for 12 1/2c | Values to 24c yard for 17c | Values to 32c yard for 25c



Ladies' Handkerchiefs

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 Handkerchiefs, Mens. Knicker and O'nevenwork. Reg. 6c. 3 for 11c
200 doz. of Messarah, Embroidered and Lace Edge. Reg. 10c. 2 for 16c
100 doz. of Silk, Lace edge and Embroidered Reg. 15c. 14 cents

Every Transaction at this Store is the Strongest, the Best Advertisement we can have.

THE ROYAL STORES LIMITED

The "Royal Stores" is a Store to Back Words with Deeds. New Merchandise at Bargain Prices.