

JUNE-JULY

AS STEADY AS CLOCKWORK

WHITE SALE

Special Markdown Sale

of Fine Footwear



The Bargains offered in our Boot and Shoe department, represents the spring clean up of four special lines, bought at special prices. We're going to sell them to you just as we bought them. Yours is to be the advantage in this Sale.

COME EARLY FOR CHOICE



350 pairs of Women's Boots and Shoes, Balmoral and Blucher shape, patent and self tipped, also one, two and three strap shoes. All sizes. Reg. \$1.90 pair for. **\$1.65**

170 pairs of Women's Fine Quality American Boots and Shoes, in Vici Kid, Dongola Kid, Patent Leather and Chocolate Kid. Reg. \$3.00 pair for. **\$2.65**

220 pairs of Children's English Patent Leather One-Strap Shoes, good strong wearing quality, sizes 2, 3, 4, 5 and 6. Reg. to 70c. pair for. **27c.**

150 pairs of Men's American Boots and Shoes, including Box Calf, Vici Kid, Gun Metal Calf, Patent Leather and Tan Vici Kid. Reg. \$4.00 pair for. **\$3.45**

SOME SPECIAL VALUES IN HOSIERY

This has been a remarkably successful season in our hosiery section, chiefly because of the unapproachable values we have been able to give. There will be no cessation of these special values—at least, for some time to come—but the aim of this and every other department in this progressive store will be to entrench the "ROYAL" more firmly in the public mind as "The Store of Values."

500 pairs of Women's Imitation Black Cashmere Hose, seamless heels and toes, assorted ribs. Special. **17c.**

640 pairs of Women's Black and Tan Cashmere, Lisle Thread, Lace Ankle and Silk Embroidered Hose, assorted ribs and plain. Reg. 45c. pair for. **38c.**

320 pairs of Women's Tan and Black Cashmere, Lisle Thread, Lace Ankles and Silk Embroidered Hose, assorted ribs and plain. Reg. 55c. pair for. **45c.**

700 pairs of Children and Misses Black Cashmere Hose, seamless heels and toes, stout knees

Sizes 000 to 3 Reg. to 25c for **20 cents pair**
 Sizes 4 to 7 Reg. to 40c. pair for **30 cents pair**

If you want to Economise On Your Summer Furnishings You Must Buy Them Here

Our men's furnishing business has grown to its present proportions, because of our ability to secure the best qualities and best styles, and our willingness to share any saving with patrons.

MEN'S SOCKS—400 pairs of Men's Grey Heather and Black Cashmere and Fine Black Worsted Socks. Reg. 54c. pair for. **37c.**

MEN'S SHIRTS—700 Men's White Linen Shirts, short fronts, cuffs attached, and soft and stiff front Regatta Shirts, all sizes. Reg. to \$1.10 each for. **89c.**

MEN'S TIES—50 doz. of Men's String Ties, plain, self colored, Poplin and Fancy Silk. Reg. 25c. each for. **20c.**

NIGHTSHIRTS—15 doz. of Men's White Cotton and Fancy Striped Flannelette Nightshirts. Reg. 89c. each for. **67c.**

PORTSMOUTH COLLARS—20 doz. of Boys' Light and Dark Navy and White Drill, White Jean and Pique Portsmouth Collars.

Reg. 20c. 25c. 30c. 35c.
 for for for for
 16c. 19c. 24c. 29c.

EMBROIDERY COLLARS—4 doz. only, of Boys' White Embroidery Collars, very dainty. Reg. 25c. each for. **19c.**

LEATHER BELTS—10 doz. of Men's Tan and Black Leather Belts, with nickel buckle. Reg. 40c. each for. **33c.**

MEN'S CAPS—50 doz. of Men's American and English Tweed Golf Caps, assorted patterns. Reg. 60c. each for. **50c.**

BOYS' CAPS—5 doz. only, of Boys' Fancy Tweed and Colored Cloth Eton Caps, in fancy, striped and fancy embroidered. Reg. 18c. each for. **12c.**

Be Sure to See and to Share These Ribbon Bargains

DIRECTORIE 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.**

HANDSOME Fancy Moire Ribbon, six inches wide, shaded colors of V. Rose, Blues, Fawns, Helios, Greens, Pinks, etc. Reg. 55c. yard for. **70c.**

SILK Taffeta 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.**

Day after day this busy store continues to exceed its former selling records. For that matter every day and month in the past five years it has made satisfactory gains.

IN EVERY YEAR OF THIS STORE'S LIFE IT HAS EXCEEDED EVERY PREVIOUS YEAR IN SALES.

We put this last statement in black type because we wish to emphasize the fact—THAT IT IS TRUE.

The public man points to his record and to the endorsement of the people as a vindication of his policies. This busy store, semi-public in its position in the business world may without resting under the charge of boasting, point to the above record as a result of its correct business policies—policies that nothing has been able to discourage or cause to waver. What are the policies? UNDER BUY, UNDER SELL, SATISFACTION, YOUR MONEY BACK, FOR ANY REASON OR NO REASON.

We say that quality is quality wherever found, we say with increasing emphasis that because of our shrewd methods of buying, and our liberality in selling, you can come to our June-July White Sale and buy, good, fresh and new merchandise at prices way below their regular selling values.

LINEN TABLE CLOTHS

At Prices Better Than Ever Before

It is the quality of them which makes the prices so special:

14, only, size 44x45 ins.	Reg. \$1.00	for	79c.
6, only, size 64x64 ins.	Reg. \$1.40	for	\$1.15
12, only, size 72x72 ins.	Reg. \$1.60	for	\$1.32
10, only, size 72x108 ins.	Reg. \$1.90	for	\$1.60
7, only, size 72x90 ins.	Reg. \$2.75	for	\$2.30
20, only, size 72x90 ins.	Reg. \$3.25	for	\$2.85
7, only, size 72x90 ins.	Reg. \$3.50	for	\$3.05
4, only, size 72x144 ins.	Reg. \$4.25	for	\$3.55
2, only, size 72x108 ins.	Reg. \$5.25	for	\$4.35
3, only, size 72x108 ins.	Reg. \$6.00	for	\$4.15

Twelve Hundred and Fifty Ladies' Waists.



REGULAR VALUES

\$1.20	\$1.60
1.85	2.40
2.75	3.00
3.25	4.50

WE have not only reduced the prices on our own new stock, but we have also purchased the samples of Canada's Leading Waist Manufacturer at great price concessions, new, fresh waists in all sizes. From the ordinary lawn waist at \$1.20 to the fascinating lingerie styles at \$4.25.

Styles as varied as the pretty rovings of a Woman's Sancy—but upon one point all will agree—never has such a collection of waists been shown.

Many of the styles are displayed in OUR SHOW WINDOWS, and their worth is so evident that we expect to dispose of fully one-half in the first 3 days selling.

WON'T they hurry out at these prices! Come as early as you can and take as long as you like to make your choice, you'll not be content with any less than a half dozen.

TO BE SOLD AT

75c.	\$1.14
\$1.39	1.88
2.15	2.25
2.50	3.55

MAIL ORDER CUSTOMERS

Mail Order Customers wishing to embrace this opportunity will do well to order immediately. Cash must accompany order for these prices.

Every model shown in the above illustrations has its duplicate in this vast collection, with dozens of other equally beautiful styles. Both the lawn and lingerie waists have laces, embroideries, tucks and plaiting all liberally applied in newest fashion. Making and design is worthy of comment. The prices at which they are to be sold well not be duplicated for many a long day to come.

Values to \$1.20 for 75c.	Values to \$1.60 for \$1.14	Values to \$1.85 for \$1.39	Values to \$2.40 for \$1.88	Values to \$2.75 for \$2.15	Values to \$3.00 for \$2.25	Values to \$3.25 for \$2.50	Values to \$4.50 for \$3.55
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Another of Our Famous Sales of Household Linens and Cottons at Wonderful Savings.

EVERY HOUSEWIFE SHOULD GET A SHARE OF THESE EXTRAORDINARY BARGAINS.

SHEETS—A special line of good English Sheets, made from a fine pure cotton, perfectly free from dressing; nicely hemmed.

Size 68x90 inches. Reg. \$1.65 pair for. **\$1.35.**
 Size 81x108 inches. Reg. \$3.50 pair for. **\$3.10.**
 Size 81x99 inches. Reg. \$4.50 pair for. **\$3.90.**

PILLOW CASES—Filled and hemstitched, made from a good wearing cotton.

Size 20x30 inches. Reg. 30c. for. **24c.**
 Size 20x30 inches. Reg. 35c. for. **29c.**
 Size 20x30 inches. Reg. 50c. for. **45c.**

BLEACHED SHEETING—2,000 yards of English White Twill Sheeting, some Heapey Bleach.

80 inch 70 inch 80 inch 90 inch.
 45c. yd. 50c. yd. 60c. yd. 75c. yd.
 for for for for
 40c. 42c. 52c. 65c.

LACE CURTAINS—270 pairs of White and Cream Nottingham Lace Curtains.

Size 3 yards. Reg. \$1.20 pair for. **95c.**
 Size 3x3 1/2 yds. Reg. \$1.60 pair for. **\$1.30.**
 Size 3 1/2 yards. Reg. \$2.20 pair for. **\$1.75.**
 Size 3 3/4 yards. Reg. \$2.60 pair for. **\$2.15.**
 Size 3 1/2 yards. Reg. \$3.20 pair for. **\$2.55.**

TURKISH TOWELS—600 White and Blay Turkish Towels, being part of a special purchase.

Size 16x36 inches. Reg. 12c. each for. **9c.**
 Size 18x33 inches. Reg. 25c. each for. **20c.**
 Size 24x45 inches. Reg. 40c. each for. **33c.**

WHITE QUILTS—790 American White Crochet, Honeycomb and Marcella Quilts, some fringed some plain and others hemmed.

Reg. \$1.00 each \$1.25 \$1.50 \$2.00 \$2.50
 for for for for for
 80c. \$1.05 \$1.20 \$1.65 \$2.15

WHITE SHIRTING—2,000 yards of English White Shirting, 31 inches wide. Reg. 12c. yard for. **9 1/2 c.**

HORROCKSES SHIRTING—900 yds. of Horrockses fine quality White Shirting, absolute ly pure. Reg. 17c. yard for. **14c.**

COTTON BLANKETS—150 pairs of American White Cotton Blankets, 11-4 size, choice of Pink or Pale Blue Border. Reg. **95c.**

APHON HOLLAND—500 yards of White and Blay Apron Holland, 32 inches wide. Reg. 11c. yard for. **9 3/4 c.**



MILLINERY REDUCED

THE entire stock of Trimmed Millinery, comprising this season's models, is now being offered at a big sacrifice in price. The assortment is large and choice, comprising Afternoon Hats, Morning Hats, Outing Hats, in a profusion of becoming styles and shades, including the much desired tints of Old Rose, Amethyst, Taupe, Saxe Blue, etc., thus assuring a collection to harmonize with any costume.

Values	\$20.00	\$17.50	\$12.00	\$9.50	\$6.50
for	for	for	for	for	for
Values	\$10.00	\$8.75	\$6.50	\$6.25	\$4.50
for	for	for	for	for	for
Values	\$6.00	\$4.50	\$3.50	\$2.40	\$1.95
for	for	for	for	for	for
	\$3.75	\$3.25	\$2.25	\$1.25	95c.

