



You'll be impressed by the supremacy of Quality and Value in this page of Bargains for

FRIDAY & SATURDAY

VALUE
Forms the basis
of THIS Store's
bid for public
Patronage.

This Store wants every buyer to understand that when they make purchases here, they receive not only merchandise of character but more of it per dollar of investment than can be obtained anywhere else in Newfoundland.

Thin Things for the Summer.

You can laugh at the heat of summer if you let us outfit you with "thin things". You'll wear a smile of delight and wear a satisfactory feeling for many days.

LIGHT PRINT DRESS COTTONS—Superior finish; fast colors. Regular 24c. yard. Friday and Saturday **21c.**

EXTRA WIDE DUREY PERCALE—In cross bar, stripes and fancy designs; fast colors. Regular 40c. yard. Friday and Saturday **36c.**

WOMEN'S JAP SILK BLOUSES—Perfect Blouses for warm summer days. Made with very little trimming; low round or convertible collars. Over a dozen different styles. Regular \$6.00 each. Friday and Saturday **\$5.20**

CHIN CHIN CREPE—The ideal summer goods for Blouses and warm weather dresses; washes beautifully and holds its color. Shades of Pink, Sky, Apricot, Salmon, Sand, Navy, Green, Brown, Prunelle, Grey, Mauve, V. Rose, White and Black. Regular \$2.20 yard. Friday and Saturday **\$1.80**

WOMEN'S SUMMER NECKWEAR—A host of beautiful styles and fancies. Seasonable materials. Regular 90c. each. Friday and Saturday **75c.**

HABUTAI SILK—In a quality that we can cheerfully recommend for its service and washing quality. All the new tones and shades for summer are here; 36 inches wide. Regular \$2.75 yard. Friday and Saturday **\$2.35**

ALL-OVER EMBROIDERY—Eyeletted and solid designs. Fine quality. Reg. 55c. yd. Friday and Saturday **46c.**

SILK and CREPE de CHENE ENVELOPE CHEMISE—Made of fine quality materials, elaborately trimmed with ribbon, lace tucking, and just the delicate little touches required to make a \$3.50 garment look beautiful. Special each. Friday and Saturday **\$3.10**

There is No Room for Doubt.



Our Gents' Furnishing Store easily leads in this community for variety of styles, up-to-date goods and low prices.

If you have not inspected this bright, airy department with its large stock of classy wearables from Europe and America, you have missed something worth while. Our assortments are varied and beautiful, and are so arranged in glass show cases that a buyer can see at a glance the whole assortment, if it's Ties, Shirts, Suits, Hats, Pipes, or anything in men's wear.

Our prices will please and satisfy too, because they are really low.

MEN'S SWISS STRAW HATS—Excellent quality for very warm days because of its light weight and perfect ventilation. All sizes up to and including size 7. Regular \$1.30 each. Friday and Saturday **\$1.05**

MEN'S and BOYS' ENGLISH STRAW HATS—The balance of a job purchase, unusually low priced. Regular 55c. each. Friday and Saturday **80c.**

MEN'S COTTON PYJAMAS—Nicely decorated at front with silk ornaments. Double breast cut with pocket. Reg. \$2.75 each. Friday, Saturday and Monday **\$2.30**

DR. WRIGHT'S INTER-STATE SUMMER UNDERWEAR—Of pure selected cotton woven in so fine a quality that it resembles in every way and feels like real wool. Reg. \$1.90 garment. Friday and Saturday **\$1.50**

WHITE NEGLIGEE SHIRTS—Suitable for special occasion or ordinary wear; soft cuffs, stiff neck bands. Reg. \$1.60 each. Friday and Saturday **\$1.45**

MORE NEW HATGLASS OPEN—For summer comfort, going out in the country you'll need one. Come and see them.

BOYS' LINEN HATS—In a large assortment of two-tone Greys, White, Checks, Stripes and Fancies. All moderately priced for Friday and Saturday. Special each. **90c.**

BOYS' MAN-OF-WAR CAPS—Small shapes, made from real Navy cloth of an extra quality. Gold names across front, of some of the greatest ships in the British Navy. Reg. \$1.50 each. Friday and Saturday **\$1.20**

Friday and Saturday's

Ridiculously Low Prices on High-Grade Seasonable

FOOTWEAR.

Brown and White Canvas

Rubber Soled Shoes

for

Men, Women, Boys and Girls.

Every shrewd purchaser is taking full advantage of our bargain offerings in Canvas Footwear, because the quality is here. The white rubber used in the manufacture is of an extra superior quality and so fastened that it cannot part from the canvas in the roughest use.

Boys' and Girls, sizes 11 to 2. Reg. \$2.20 pair. Friday and Saturday **\$2.08**

Women's and Boys, sizes 2 1/2 to 6. Reg. \$2.70 pair. Friday & Saturday **\$2.40**

Men's, sizes 6 to 9 1/2. Reg. \$2.60 pr. Friday and Saturday **\$2.35**

MEN'S AND BOYS' RUBBER SOLED CANVAS BOOTS—The same lines that we sold so many pairs of last Friday and Saturday. These boots are strongly made in every particular. The soles and heels are of flexible red rubber that will wear better than the finest grades of leather.

Men's, sizes 6 to 9. Reg. \$4.50 pr. Friday and Saturday **\$4.50**

Youths, sizes 1 to 1 1/2. Reg. \$4.00 pair. Friday and Saturday **\$3.65**

Boys, sizes 2 to 6. Reg. \$4.25 pr. Friday and Saturday **\$3.85**

WOMEN'S STRAIGHT-GRAIN LEATHER HAND BAGS—With stout nickelled frame and duplex lock, fitted with coin purse and mirror; some with three compartments. Reg. \$4.20 each. Friday & Saturday **\$3.75**

WOMEN'S WHITE CANVAS SHOES—Laced, two-buttoned and cross-strapped; stout leather soles. Reg. \$2.50 pair. Friday & Saturday **\$2.25**

WOMEN'S PATENT LEATHER BUTTONED BOOTS—Fifteen button length with cloth tops, self tip and Cuban heel; reliable quality. Reg. \$5.20 pair. Friday and Saturday **\$4.80**

WOMEN'S "AMERICAN BEAUTY" BOOTS—Fairly high cut with plain toe, low heel and perforated foxing; made from soft Vic Kid. Regular \$9.35 pair. Friday & Saturday **\$8.50**

WOMEN'S PATENT LEATHER SHOES—Three-strap Shoes with plain silk bow. Cuban heel and part kid lining. Reg. \$3.70 pr. Friday and Saturday **\$3.40**



CHILDREN'S WIDE RIM OUTING HATS—Slightly turned down in front. The straw is of a serviceable biscuit shade, trimmed with bow at front and band of colored silk ribbon. Regular \$1.00 each. Friday and Saturday **80c.**

We commend this list of Seasonable Summer Merchandise to your thoughtful consideration, with the positive assurance that all merchandise involved is absolutely new and seasonable, that the prices are the lowest asked in any store for goods of equal quality, that there will be abundance of all advertised lines, so that none may be disappointed.



Are Your Surroundings Going to be cool and inviting when the Mercury is near the top of the Glass?

Let your requirements be filled from this splendid assortment of SUMMER FURNISHINGS FOR THE HOME.

BLEACHED TABLE LINEN—Woven rose and sprig patterns. Real Irish manufacture; 53 inches wide. Regular \$1.45 yd. Friday and Saturday **\$1.34**

ARDSLEY AXMINSTER HEARTH RUGS—All desirable, new patterns and colorings to suit any room in a modern home. Durable and inexpensive. 27 x 54 inches. Reg. \$7.00 each. Friday and Saturday **\$6.10**

KATONAH HEARTH RUGS—The very thing for summer homes, so cool, comfortable and neat. 27 x 54 inches. Regular \$5.00 ea. Friday and Saturday **\$4.15**

DAMASK TABLE CLOTHS—Snowy White Table Cloths in checked and fancy patterns. A good serviceable cloth for any occasion. Size 50 x 52 inches. Reg. \$1.95. Friday and Saturday **\$1.60**

AMERICAN CROCHET BED SPREADS—Marseilles pattern, large size, easily laundered and durable. Regular \$3.75 each. Friday and Saturday **\$3.35**

LACE and INSERTION TRIMMED TEA CLOTHS—Of closely woven cotton with fancy herring bone stitching at border. Serviceable, and good laundering qualities at a remarkably low price. Reg. \$1.60 each. Friday and Saturday **\$1.52**

WHITE LAWN SIDEBOARD and BUREAU CLOTHS—Nicely finished with wide hemstitched hem. The ends are embroidered with self color embroidery cotton in beautiful new designs. Size 14 x 66 inches. Reg. \$1.30 each. Friday and Saturday **\$1.05**

TABLE NAPKINS—Real Linen, woven in the most desirable patterns. Large size. Reg. 50c. each. Friday and Saturday **42c.**

COLORED TURKISH TOWELS—Extra large sizes with stripes and fringed ends. Reg. 90c. each. Friday and Saturday **75c.**

CIRCULAR PILLOW COTTON—Twill finish; 42 inches wide. Reg. 65c. yard. Friday and Saturday **55c.**



Worth Looking Into!

All kinds of Summer Wearables for your outdoor comfort are here for your close scrutiny. We don't care how close and thorough you examine them—turn them over and over any way you please, and you'll find that they more than meet with your expectations.

CHILDREN'S CHIP STRAW HATS—Trimmed with taped edge and cord in colors to match. Inexpensive little hats for knock-about use. Regular 55c. each. Friday and Saturday **45c.**

CHILDREN'S COTTON CREPE DRESSING GOWNS—Japanese style in floral and fancy designs and bright colors. Sizes for 3 to 6 years. Reg. 90c. each. Friday and Saturday **75c.**

WOMEN'S KNEE LENGTH UNDERPANTS—A very fine quality, trimmed with Torchon lace. Regular 75c. pair. Friday and Saturday **65c.**

WOMEN'S CORDED SILK SKIRTS—Fawn, Grey, Sage and Navy. Beautifully made and finished. Wide belt, pleats and button trimmings. Regular \$13.50 each. Friday and Saturday **\$12.00**

WOMEN'S WHITE and COLORED EMBROIDERED LAWN HANDKERCHIEFS—A good medium size. Regular 11c. each. Friday and Saturday **9c.**

WOMEN'S BLACK LUSTRE and SERGE SKIRTS—Excellent qualities in plain or pleated. Regular \$10.50 each. Friday and Saturday **\$8.90**

FRENCH "SLIP-ON" VELS—The ideal veil for motorists; no pinning; no tying. Reg. 15c. each. Friday and Saturday **12c.**

GLAZE LEATHER BELTS—Dark Blue made in three parts and connected with metal rings. Regular 85c. each. Friday and Saturday **75c.**

GIRLS' MIDDIE BLOUSES—In soft American Drill with braid edged blue sailor collars, and laced fronts. Sizes to fit 8 to 16 years. Reg. \$2.40 each. Friday and Saturday **\$2.00**

WHITE MUSLIN RUFFLING—The new accordion pleat for neck and sleeve decoration. Reg. 70c. yard. Friday and Saturday **58c.**

DRESS SATIN—The season's newest shades of Pink, Strawberry, V. Rose, Fawn, Purple, Sage, Mauve, etc. Reg. \$4.00 yard. Friday and Saturday **\$3.60**

PLAID RIBBON—With plain borders to match any color. Reg. \$1.40 yard. Friday and Saturday **\$1.15**

CHIP STRAW PICNIC HATS—Large crowns, slightly turned up rim; requires very little trimming. Regular \$1.25 each. Friday and Saturday **95c.**

COTTON CREPE NIGHT DRESSES—Pink and White with colored stitching and roses of silk. Regular \$2.80 each. Friday and Saturday **\$2.40**

BATHING CAPS—Light elastic rubber with shirred tightening rim. Regular 40c. each. Friday and Saturday **34c.**

WOMEN'S BLACK TWILLED COTTON BATHING COSTUMES—With detachable knickers. Collars of checked pattern cotton. Reg. \$3.00 each. Friday & Sat. **\$2.45**

Blind Department.

OUR BLIND DEPARTMENT is now turning out some of the sweetest blinds to be seen in the city. They are in a class by themselves. They look well, wear well and are proving most satisfactory.

SEE US WHEN YOU WANT NEW BLINDS.

The Royal Stores Ltd.