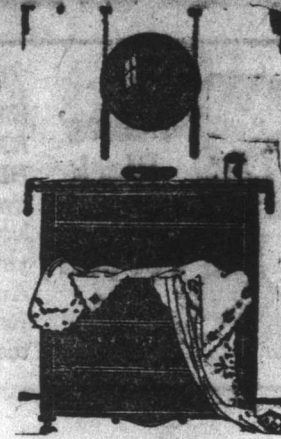


# An Overwhelming Economy Occasion

The  
Annual  
June  
-July

## WHITE SALES

At  
The  
Royal  
Stores



An occasion of great importance is waiting for you at the Royal Stores. Happening as regularly as the Summer itself, the June-July White Sale is always an opportunity to take thought of the fine warm days ahead, when "White Goods" of every description play such an important part--if one is to look and feel well-dressed.

WHEN ALL WHITE GOODS--Underwear, Household and Fancy Linens, Laces, Embroideries &c., are so substantially reduced, heavy buying follows naturally in such a Sale as this. But despite all the heavy selling, there are still many good values and great savings.

### Come Early--and Bring Your Friends

#### Special Prices on Fancy Linens



##### Tea Cloths.

White Linen; hemstitched and embroidered.  
Size  
32 x 32. Reg. 1.40 ea. for \$1.00  
12 x 32. Reg. 1.65 ea. for \$1.22  
18 x 36. Reg. 2.00 ea. for \$1.60  
Trimmed with lace and insertion.  
Size  
32 x 32. Reg. 1.65 ea. for \$1.22

##### Sideboard Cloths.

White Linen; hemstitched and embroidered.  
Size  
18 x 54. Reg. 1.10 ea. for 85c.  
18 x 54. Reg. 1.30 ea. for \$1.04  
18 x 54. Reg. 1.65 ea. for \$1.32

##### Cosy Covers.

White Lawn; frilled and self-embroidered.  
Reg. 85c. each for . . . . .76c.  
Or Brush and Comb Bags, White Linen; hemstitched and embroidered.  
Reg. \$1.25 each for . . . \$1.00

##### Bureau Cloths.

White Linen; H. S. and embroidered.  
Size  
18 x 36. Reg. \$1.10 ea. for 90c.  
Fine White Cotton; plain, taped.  
Size  
17 x 27. Reg. 50c. ea. for 40c.  
17 x 27. Reg. 55c. ea. for 50c.

##### Pillow Cases.

White Linen; Damasked.  
Reg. 40c. each for . . . . .32c.  
Fruited.  
17 x 27. Reg. 55c. ea. for 40c.  
Fruited and Embroidered.  
18 x 27. Reg. 1.20 ea. for 50c.  
18 x 27. Reg. 1.40 ea. for \$1.12  
Hemstitched; plain.  
18 x 27. Reg. \$1.10 ea. for 90c.

##### Marcella Quilts.

White Linen; H. S. and embroidered.  
Size  
2 x 2. Reg. 7.50 ea. for \$6.00  
2 x 2. Reg. 7.50 ea. for \$6.00

##### Tray Cloths.

Fine White Linen; hemstitched and embroidered.  
Size  
18 x 27. Reg. 85c. ea. for 60c.

##### Table Centres.

White Linen; H. S. and embroidered.  
Size  
12 x 12. Reg. 40c. ea. for 32c.  
12 x 12. Reg. 50c. ea. for 40c.  
12 x 12. Reg. 65c. ea. for 50c.  
Lace and insertion trimmed.  
Size  
20 x 20. Reg. 1.35 ea. for \$1.00

##### Booster Cases.

Plain White Cotton; buttoned.  
Size  
17 x 52. Reg. 1.35 ea. for \$1.00  
20 x 20. Reg. 1.70 ea. for \$1.26

##### Table Napkins.

White Linen; Damasked.  
Reg. 40c. each for . . . . .32c.  
Fruited.  
17 x 27. Reg. 55c. ea. for 40c.  
Fruited and Embroidered.  
18 x 27. Reg. 1.20 ea. for 50c.  
18 x 27. Reg. 1.40 ea. for \$1.12  
Hemstitched; plain.  
18 x 27. Reg. \$1.10 ea. for 90c.

##### Crochet Quilts.

White Linen; H. S. and embroidered.  
Size  
2 x 2. Reg. 3.20 ea. for \$2.50  
2 x 2. Reg. 3.50 ea. for \$2.80

#### Genuine Reductions on Silk, Wool and Cotton

#### Dress Fabrics

Genuine and liberal savings are offered to those who do their own sewing, or like to get their own ideas worked out. Our assortments of Seasonable Fabrics are wide enough to please the most exacting.

##### Colored Dress Voiles.

Exquisite New Voiles that are fairly a-bloom with summer flowers. You'll love them all. Colors range from dark shades to snowy white; width 28 inches.  
Reg. 55c. yard for . . . . .50c.  
Reg. 60c. yard for . . . . .55c.  
Reg. 65c. yard for . . . . .60c.

##### Crepe-de-Chines.

White and Cream; 40 in. wide.  
Reg. \$2.95 yard for . . . \$2.85  
Reg. \$3.75 yard for . . . \$3.00

##### Georgette Crepe.

White and Cream; 40 in. wide.  
Reg. \$3.75 yard for . . . \$2.25

##### Cream Cheviot Serge.

5 inches wide.  
Reg. \$5.75 yard for . . . \$3.50

##### Cream Fine Serge.

54 inches wide.  
Reg. \$3.00 yard for . . . \$1.57

##### White Piques.

Medium Cord; 5 in. wide.  
Reg. \$1.75 yard for . . . \$1.20

##### Nurses' Linen.

White; 3 inches wide.  
Reg. \$1.20 yard for . . . \$1.00



##### Bishop's Lawns.

31 inches wide.  
Reg. 55c. yard for . . . . .47c.  
Reg. 60c. yard for . . . . .53c.  
Reg. 65c. yard for . . . . .59c.

##### Tucked Lawns.

In a selection of neat patterns and assorted widths; 33 to 38 inches.  
Reg. 60c. yard for . . . . .52c.  
Reg. 75c. yard for . . . . .64c.  
Reg. 90c. yard for . . . . .76c.

##### Victoria Lawns.

38 inches wide.  
Reg. 45c. yard for . . . . .40c.  
Reg. 75c. yard for . . . . .64c.  
Reg. 90c. yard for . . . . .76c.

##### Figured Muslins.

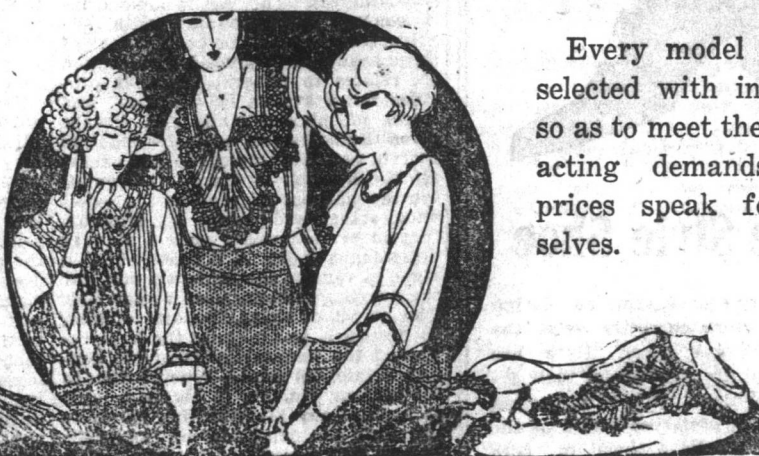
36 inches wide; all White.  
Reg. \$1.25 yard for . . . \$1.00

##### Jap Silks.

White, Ivory and Cream.  
27 in.-Reg. \$1.25 yd. for \$1.10  
30 in.-Reg. \$2.50 yd. for \$1.96  
36 in.-Reg. \$3.75 yd. for \$2.15  
36 in.-Reg. \$3.00 yd. for \$2.70

#### The Newest in Wash Blouses and Skirts

Smart, practical new styles in Blouses and Skirts are features of our stocks this season. In all popular wash fabrics.



Every model has been selected with intelligence so as to meet the most exacting demands. The prices speak for themselves.

##### White Voile Blouses.

With hand embroidered designs, round and V shaped styles in collarless models and many others; sizes 34 to 44.  
Reg. \$3.00 to \$4.75 for \$2.00  
Reg. \$2.50 to \$4.00 for \$1.75  
Reg. \$2.50 each for . . . \$2.25  
Reg. \$3.50 each for . . . \$3.25  
Reg. \$4.75 to \$6.75 for \$3.50  
Reg. \$7.50 to \$8.50 for \$3.75  
Reg. \$5.50 for . . . \$4.75  
Reg. \$9.60 for . . . \$5.00  
Reg. 12.75 for . . . \$6.00

##### White Tub Skirts.

Latest styles in the most popular washing materials, such as Bedford Cord, Pique, Linen and Gabardine; in all sizes.  
Reg. \$4.50 each for . . . \$2.65  
Reg. \$4.25 each for . . . \$3.25  
Reg. \$4.50 each for . . . \$3.50  
Reg. \$5.25 each for . . . \$4.00  
Reg. \$4.50 each for . . . \$3.50  
Reg. \$5.25 each for . . . \$4.00  
Reg. \$6.00 each for . . . \$4.50  
Reg. \$6.50 each for . . . \$5.25  
Reg. \$11.50 each for . . . \$5.95  
Reg. \$12.50 each for . . . \$6.50

##### Japanese Silk Blouses.

In White and Cream, mostly shirtwaist styles; sizes 34 to 44 in. bust.  
Reg. \$4.25 each for . . . \$3.25  
Reg. \$4.50 each for . . . \$3.50  
Reg. \$5.25 each for . . . \$4.00  
Reg. \$6.00 each for . . . \$4.50  
Reg. \$6.50 each for . . . \$5.25  
Reg. \$9.50 each for . . . \$7.50  
Reg. 12.50 each for . . . \$9.75

##### Crepe-de-Chene Blouses.

White and assorted shades; many new and attractive models; all sizes.  
Reg. \$6.75 each for . . . \$4.50  
Reg. \$7.80 each for . . . \$5.50  
Reg. \$9.50 each for . . . \$6.75  
Reg. 12.50 each for . . . \$8.50  
Reg. 14.50 each for . . . \$9.75

#### Dainty White Underwear



##### White Cambric Nightdresses.

Assorted styles; high neck with collar; V shaped and square neck, trimmed with embroidery and insertion; long sleeves; all sizes.  
Regular \$3.00 each for . . . \$1.75  
Regular \$3.25 each for . . . \$2.17  
Regular \$4.00 each for . . . \$2.67  
Regular \$4.25 each for . . . \$2.84  
Regular \$5.25 each for . . . \$3.50  
Regular \$5.50 each for . . . \$3.67  
Regular \$6.25 each for . . . \$4.17  
Regular \$6.50 each for . . . \$4.24  
Regular \$8.25 each for . . . \$5.50

##### White Princess Petticoats.

Fine Cambric garments, embroidery and lace trimmed, ribbon drawstrings, lace and embroidery flounces.  
Regular \$2.25 each for . . . \$1.13  
Regular \$2.85 each for . . . \$2.00  
Regular \$3.25 each for . . . \$2.45  
Regular \$3.75 each for . . . \$2.25

##### White Cambric Combinations.

Knickers and Camisoles combined; sizes 40 to 44; embroidery trimmed, fitted at waist; knickers are wide at knee.  
Regular \$2.25 each for . . . \$1.25

##### White Cambric Knickers.

Open and closed styles, drawstring at waist; loose and fitted knee, trimmed with lace and embroidery.  
Regular \$1.35 pair for . . . . .90c.  
Regular \$1.50 pair for . . . . .1.00  
Regular \$1.70 pair for . . . . .1.04  
Regular \$1.80 pair for . . . . .1.20  
Regular \$2.00 pair for . . . . .1.24  
Regular \$3.25 pair for . . . . .2.75

##### White Cambric Underskirts.

Well cut garments with flounces of lace and embroidery.  
Regular \$3.00 each for . . . \$2.25  
Regular \$3.25 each for . . . \$2.81  
Regular \$4.25 each for . . . \$3.19  
Regular \$4.75 each for . . . \$3.66  
Regular \$5.25 each for . . . \$3.94  
Regular \$7.00 each for . . . \$5.25

##### Pink Silk Camisoles.

Flillet lace tops, ribbon shoulder straps.  
Regular \$2.00 each for . . . \$1.84  
Regular \$2.75 each for . . . \$1.54  
Regular \$3.00 each for . . . \$2.40  
Regular \$4.00 each for . . . \$2.60

##### White Cambric Camisoles.

With and without sleeves, V shaped, round and square necks, embroidery and lace trimmed.  
Regular \$1.00 each for . . . . .67c.  
Regular \$1.40 each for . . . . .94c.  
Regular \$1.50 each for . . . \$1.00  
Regular \$1.85 each for . . . \$1.24  
Regular \$2.00 each for . . . \$1.34  
Regular \$2.50 each for . . . \$1.67  
Regular \$2.75 each for . . . \$1.84  
Regular \$3.00 each for . . . \$2.00

##### Crepe-de-Chine Camisoles.

Shadow lace tops, ribbon bows; sizes 36 to 40.  
Regular \$6.00 each for . . . \$4.00

#### Lace Curtains and Curtain Materials

A notable array of qualities and designs await your choosing. This Sale is undoubtedly one of the best opportunities to replenish your supplies, that you are likely to get for some time.

##### White Lace Curtains.

Beautiful White Cotton Curtains in a wide variety of scroll and floral designs.  
Length  
2 1/2 yds. Reg. 2.20 pr. for \$1.76  
3 yds. Reg. 3.00 pr. for \$2.40  
3 yds. Reg. 6.50 pr. for \$5.30  
3 yds. Reg. 8.00 pr. for \$6.40

##### Floral Madras Muslins.

Cream, with neat key all-over design; 50 inches wide.  
Reg. \$1.75 yard for . . . \$1.69

##### Half-Blind Nets.

Cream with all-over floral patterns; 36 inches wide.  
Reg. 90c. yard for . . . . .70c.

##### Half-Blind Nets.

Cream, assorted patterns.  
Width  
24 in.-Reg. 55c. yd. for . . . 45c.  
22 in.-Reg. 70c. yd. for . . . 55c.  
25 in.-Reg. 80c. yd. for . . . 65c.

##### Curtain Scrims.

In White and Cream, plain; 40 inches wide.  
Reg. 27c. yard for . . . 24c.  
Reg. 35c. yard for . . . 30c.  
Reg. 45c. yard for . . . 40c.  
Reg. 55c. yard for . . . 50c.

##### Half-Blind Nets.

Assorted fine lace designs, white, scalloped edges, tape binding.  
Width  
20 in.-Reg. 45c. yd. for . . . 35c.  
21 in.-Reg. 50c. yd. for . . . 40c.  
22 in.-Reg. 60c. yd. for . . . 50c.  
23 in.-Reg. 70c. yd. for . . . 60c.



#### Interesting Price Reductions

##### Sheetings, Pillow Cottons

The economical housewife will be interested in the splendid values we are offering in the Heavy Dept. For pure merchandise values it will be hard to find anything to compare with them.

##### White Twilled Sheetings.

Width  
60 in.-Reg. \$1.50 yd. for \$1.35  
70 in.-Reg. \$1.60 yd. for \$1.45  
84 in.-Reg. \$1.65 yd. for \$1.50  
80 in.-Reg. \$1.50 yd. for \$1.65

##### Blay Sheetings.

Width  
60 in.-Reg. 80c. yd. for 70c.  
66 in.-Reg. \$1.00 yd. for 88c.  
60 in.-Reg. \$1.35 yd. for \$1.20

##### Pillow Cottons.

Width  
40 in.-Reg. \$1.00 yd. for 88c.  
40 in.-Reg. \$1.15 yd. for \$1.02  
40 in.-Reg. \$1.30 yd. for \$1.15

##### White Shirtings.

Width  
36 in.-Reg. 27c. yd. for 24c.  
27 in.-Reg. 30c. yd. for 26c.  
28 in.-Reg. 35c. yd. for 30c.

##### Twilled Calico.

Width  
34 in.-Reg. 70c. yd. for 60c.

##### Horrockses Shirtings.

Width  
32 in.-Reg. 75c. yd. for 64c.  
32 in.-Reg. 80c. yd. for 70c.  
36 in.-Reg. 95c. yd. for 84c.  
36 in.-Reg. \$1.00 yd. for 88c.

##### Table Damasks

Pure White Linen; hand-some scroll and floral designs; 72 inches wide.  
Reg. \$1.65 yard for . . . \$1.50  
Reg. \$1.80 yard for . . . \$1.63  
Reg. \$1.95 yard for . . . \$1.73  
Reg. \$2.75 yard for . . . \$2.45



##### Towelings.

Fancy Guest Linen Towelings.  
Width  
17 in.-Reg. 75c. yd. for 64c.  
15 in.-Reg. 45c. yd. for 40c.  
13 in.-Reg. 65c. yd. for 56c.

##### White Turkish Toweling.

Width  
13 in.-Reg. 30c. yd. for 26c.  
15 in.-Reg. 45c. yd. for 40c.  
17 in.-Reg. 70c. yd. for 60c.

##### Brown Crash Toweling.

Width  
17 in.-Reg. 28c. yd. for 25c.  
16 in.-Reg. 30c. yd. for 26c.

##### White Crash Toweling.

Width  
15 in.-Reg. 37c. yd. for 32c.  
15 in.-Reg. 45c. yd. for 40c.  
15 in.-Reg. 50c. yd. for 44c.  
16 in.-Reg. 70c. yd. for 60c.

##### White Dowlais Linen.

Width  
27 in.-Reg. 75c. yd. for 64c.  
28 in.-Reg. 90c. yd. for 70c.

##### Blay Table Linen.

72 inches wide; assorted Damasked patterns.  
Reg. \$1.30 yard for . . . \$1.15  
Reg. \$1.50 yard for . . . \$1.35

#### Gingham House and Porch Dresses



A fascinating assortment of them awaits your choice at substantially reduced prices. Styles and patterns were never more attractive.

##### Martha Washington Dresses.

Reg. \$ 5.75 each for . . . \$3.50  
Reg. \$ 4.40 each for . . . \$4.25  
Reg. \$ 7.10 each for . . . \$4.65  
Reg. \$ 9.00 each for . . . \$6.00  
Reg. \$10.25 each for . . . \$6.50  
Reg. \$12.20 each for . . . \$6.90

##### Organdie Muslin Dresses.

Plain and fancy colorings; smart accordion pleated frill effects.  
Reg. \$20.00 each for . . . \$10.00  
Reg. \$24.00 each for . . . \$12.00

#### Infants' Whitewear

##### Infants' Voile Dresses.

Finished with embroidery and insertion; to fit infants of 1 and 2 years; trimmed with embroidery and insertion; short sleeves; belt of ribbon.  
Reg. \$5.00 each for . . . \$3.50  
Reg. \$6.75 each for . . . \$4.95  
Reg. \$4.00 each for . . . \$3.00

##### Cambric Night Dresses.

White Cambric of excellent quality; round necks and short sleeves; finished with embroidery; all sizes.  
Reg. \$1.25 each for . . . \$1.10  
Reg. \$1.45 each for . . . \$1.30  
Reg. \$1.65 each for . . . \$1.45  
Reg. \$1.80 each for . . . \$1.45

##### Infants' Cambric Robes.

Finished with Val. Lace, trunks and Embroidery.  
Reg. \$3.00 each for . . . \$2.24  
Reg. \$4.00 each for . . . \$3.22  
Reg. \$4.75 each for . . . \$4.32  
Reg. \$5.25 each for . . . \$4.34  
Reg. \$7.50 each for . . . \$6.93

##### Infants' Day Dresses.

White Cambric; yokes and sleeves finished with fine lace and insertion.  
Reg. \$1.25 each for . . . \$1.05  
Reg. \$1.50 each for . . . \$1.25  
Reg. \$1.85 each for . . . \$1.55  
Reg. \$2.50 each for . . . \$2.45

## The Royal Stores, Ltd.