

Never before in the History of local retailing has the public responded to a Sale as they have to our

GIRL'S WHITE MIDDY WAISTS

These are White Jean quality, very serviceable, showing sailor collar, laced front and long sleeves; others with coloured collar, pocket and belt. Reg. \$3.00. **White Sale Price \$1.98**

And we assure you that it is most gratifying to us to see the confidence that all thrifty women have in our big merchandise institution--and we thank you. We now enter on a new week with new items, new attractions & new values.

WHITE SALE

BUY THE BEST TOWELING--AND BUY IT BY NAME, "STARTEX"

If you could only feel it you would know at once that "StarTex" Toweling has that hard firm body which real Toweling ought to have. Was 60c. yard. **White Sale Price 39c.**



CURTAINS

in White Scrim in White Lace

Every pair here is a marked special value, as we had a large stock of the better grade, and move they must at the following lowered prices.

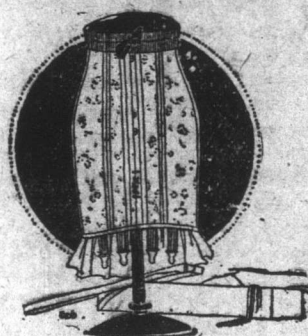
Reg. \$3.50. White Sale Price . . . \$2.98
Reg. \$4.50. White Sale Price . . . \$4.40
Reg. \$6.00. White Sale Price . . . \$4.80
Reg. \$6.50. White Sale Price . . . \$5.25
Reg. \$9.00. White Sale Price . . . \$7.95

Every pair of Curtains in the house comes under the hammer for our White Sale and customers are assured of sound values in every instance. Note these values.

Reg. \$1.70. White Sale Price . . . \$1.29
Reg. \$2.40. White Sale Price . . . \$1.49
Reg. \$2.70. White Sale Price . . . \$1.79
Reg. \$3.30. White Sale Price . . . \$2.19
Reg. \$4.50. White Sale Price . . . \$3.19
Reg. \$6.00. White Sale Price . . . \$5.19

CORSETS, TOO

enter into this very IMPORTANT SALE



PLAIN PILLOW CASES--Generous stocks of these go on sale right away; all full size and particularly strong quality; sensible and serviceable.

Reg. 60c. each. White Sale Price. 58c.

Reg. 80c. each. White Sale Price. 69c.

FILLED AND EMBROIDERED PILLOW CASES--New importations for this event and we are proud of their values. We selected the following two lines for leaders; some neat hemstitched ones here too.

Reg. 90c. ea. White Sale Price. 75c.

Reg. \$1.25 ea. White Sale Price. \$1.05

Pillow Cases, Bolster Cases, Shams, etc.

Values Worth Coming Miles for

PILLOW SHAMS--Special White Sale re-pricings produce enormously good values here; some of these Shams are filled and embroidered, others hemstitched and embroidered; below three special lots.

Reg. \$1.00. White Sale Price. 87c.

Reg. \$1.40. White Sale Price. \$1.10

Reg. \$2.00. White Sale Price. \$1.65

BOLSTER CASES--Two clear-away lines of White Linen Bolster Cases that you should purchase from; they are a bit smaller than we ordered, hence their shattered prices.

Reg. 75c. ea. White Sale Price. 49c.

Reg. \$1.00 ea. White Sale Price. 79c.



Quoting Important Savings on Sheetings

Plain English Sheetings, ranging from 74 inch to 90 inch, according to price; in every case a saving to housekeepers.

Reg. \$1.30. White Sale Price . . . \$1.08

Reg. \$1.50. White Sale Price . . . \$1.28

Reg. \$2.00. White Sale Price . . . \$1.78

Reg. \$2.50. White Sale Price . . . \$1.98

TWILLED WHITE SHEETINGS--40 to 60 inch. Twilled Sheetings of proven worthiness; the savings are worthy of your consideration.

Reg. \$1.40. White Sale Price . . . \$1.19

Reg. \$1.50. White Sale Price . . . \$1.29

Reg. \$1.75. White Sale Price . . . \$1.59

Reg. \$1.90. White Sale Price . . . \$1.75

Shirtings

English and American Shirtings side by side, each proclaiming its superior quality.

Reg. 17c. yard. White Sale Price . . . 15c.

Reg. 23c. yard. White Sale Price . . . 20c.

Reg. 25c. yard. White Sale Price . . . 23c.

Reg. 30c. yard. White Sale Price . . . 27c.

Unbleached Sheetings

English Sheetings of renowned quality specially priced for our White Sale.

Reg. 70c. White Sale Price . . . 64c.

Reg. 90c. White Sale Price . . . 78c.

Reg. \$1.00. White Sale Price . . . 89c.

Note these Values

Well regarded models from the best makers, and at the special prices quoted, should appeal to maid and matron alike. The past week our Corsets found ready sale, to-day we announce new arrivals for your inspection.

Reg. 85c. White Sale Price. 74c.

Reg. \$1.10. White Sale Price. 95c.

Reg. \$1.50. White Sale Price. \$1.29

Reg. \$1.80. White Sale Price. \$1.49

Reg. \$2.30. White Sale Price. \$2.16

Reg. \$2.90. White Sale Price. \$2.24

Reg. \$3.00. White Sale Price. \$2.59

Reg. \$3.30. White Sale Price. \$2.75

Reg. \$3.50. White Sale Price. \$2.98

Reg. \$3.70. White Sale Price. \$3.15

Reg. \$4.00. White Sale Price. \$3.59

Reg. \$4.25. White Sale Price. \$3.89

Reg. \$4.50. White Sale Price. \$4.27

Reg. \$5.00. White Sale Price. \$4.85

Reg. \$5.75. White Sale Price. \$5.49

Reg. \$6.25. White Sale Price. \$5.79

Reg. \$7.00. White Sale Price. \$6.79

White Flannelettes

We have sought out our best values and present them here.

Reg. 22c. yard. White Sale Price . . . 20c.

Reg. 25c. yard. White Sale Price . . . 23c.

Reg. 28c. yard. White Sale Price . . . 25c.

Reg. 30c. yard. White Sale Price . . . 28c.

New Curtain Laces

Our stock of these is all ready for first showing to-day. New patterns, new values, in assorted widths.

Reg. 50c. White Sale Price . . . 45c.

Reg. 55c. White Sale Price . . . 50c.

Reg. 60c. White Sale Price . . . 57c.

Reg. 75c. White Sale Price . . . 65c.

Infant's White Embroidery Dresses

Pretty effects in French style, long bodies, tucked and embroidered skirts, long and short sleeves.

Reg. \$1.80. White Sale Price . . . \$1.29

Reg. \$1.90. White Sale Price . . . \$1.39

Reg. \$2.00. White Sale Price . . . \$1.69

Reg. \$2.20. White Sale Price . . . \$1.89

Reg. \$2.50. White Sale Price . . . \$2.08

Children's White Dresses

Dressy White Muslin Dresses, embroidered and trimmed with pretty lace and insertion and fancy rosebuds. Pretty styles for 4 to 14 years.

Reg. \$2.00. White Sale Price . . . \$1.89

Reg. \$2.40. White Sale Price . . . \$2.16

Reg. \$3.00. White Sale Price . . . \$2.69

Reg. \$3.75. White Sale Price . . . \$3.59

Reg. \$4.00. White Sale Price . . . \$3.79

Reg. \$4.50. White Sale Price . . . \$4.29

Reg. \$5.50. White Sale Price . . . \$4.99

THOUSANDS OF YARDS



of beautiful WASH FABRICS await you now

WASH POPLINS.

Renowned for wear and good appearance; splendidly suited for Summer wear for grown-ups and girls of every age; factory ends in any wanted length; 36 inches wide. White Sale Price per yard 38c.

SPOT MUSLINS.

Assorted Spot Muslins, suitable for every purpose; the quality is particularly good. White Sale Price per yard 59c.

FLAXONS.

Pretty Dress Flaxons, all the newest Stripes and Checks are assembled here; we secured every yard possible; the value being excellent. White Sale Price 32c.

WHITE CANVAS CLOTH.

Looks good for serviceable wear, washes splendidly, very suitable for costumes, skirts, waists; 36 inches wide. White Sale Price 35c.

GABARDINES & TRICOTINES.

36 inches wide, all new goods and bought especially for this White Sale. Values up to \$1.50 yard. White Sale Price 79c.

WHITE VOILES. A huge lot of long remnant pieces, right from the factory; we bought the entire lot at a special price; 36 inches wide; any length you like. White Sale Price, the yard 28c.

FANCY LUSTRES.

Self spot Cream Lustres, a few pieces of which go on sale at Half Price; exquisite material for dresses, waists and girls' togery. Reg. \$2.00 yard. White Sale Price . . . 98c.

WHITE CREPE CLOTHS.

40 yards bought specially for our White Sale; 36 inches wide, makes up splendidly for Summer underwear or waists, etc. Special White Sale Price per yard 35c.

Tucked Lawns, Madapollams and Long Cloths, etc.

TUCKED LAWN.

Finest quality sheer surface English White Lawns, showing fine tucked, assorted makes. Reg. 90c. yard. White Sale Price 69c.

MADAPOLLAMS.

36 inch English Madapollams; we have secured to-day just Half Price; an interesting price. Reg. 70c. yard. White Sale Price . . . 35c.

NURSE EVELYN APRON CLOTHS.

An especially good pure White Apron Cloth, in sheer surface, very strong; 44 inches wide. See it. White Sale Price . . . 68c.

WHITE CHEESE CLOTHS.

Pure White Cheese Cloth, 36 inches wide. Two special prices for our White Sale . . . 12 and 16c.

Beautiful SWISSEMBROIDERIES

FURTHER ENHANCED BY SPECIAL LOW PRICINGS FOR OUR WHITE SALE.

Thousands of yards involved. We cannot too strongly emphasize the importance of the value offering and the importance of coming early. Embroideries for every purpose.

SKIRT EMBROIDERIES.

Reg. \$1.30 yard. White Sale Price . . . \$1.04

Reg. \$1.50 yard. White Sale Price . . . \$1.12

Reg. \$2.00 yard. White Sale Price . . . \$1.68

Reg. \$2.50 yard. White Sale Price . . . \$1.75

Reg. \$2.75 yard. White Sale Price . . . \$1.89

FRILLED EMBROIDERY.

Home Sewers--those making up White things for the season ahead--can pick up beautiful trimmings at saving prices.

Reg. 24c. yard. White Sale Price . . . 15c.

Reg. 32c. yard. White Sale Price . . . 24c.

Reg. 40c. yard. White Sale Price . . . 34c.

Reg. 45c. yard. White Sale Price . . . 36c.

Reg. 65c. yard. White Sale Price . . . 46c.

CAMISOLE EMBROIDERY.

18 inches wide, very handsome patterns, showing ribbon heading.

Reg. 70c. yard. White Sale Price . . . 57c.

Reg. 85c. yard. White Sale Price . . . 63c.

Reg. 90c. yard. White Sale Price . . . 69c.

Reg. \$1.30 yard. White Sale Price . . . \$1.09

Reg. \$1.40 yard. White Sale Price . . . \$1.15

ALL-OVER EMBROIDERY.

These two Special Lines afford opportunities that you should avail of.

Reg. 75c. yard. White Sale Price . . . 59c.

Reg. \$1.30 yard. White Sale Price . . . 98c.

EXTRAORDINARY VALUES

In Bedroom Equipment, Quilts, Sheets, etc.

WHITE MARCELLA QUILTS

Right here you will find some of the choicest of this Sale's values, as we have made tremendous price cuts right through our stock of White Quilts; light weight and the heavier makes are well represented.

Reg. \$2.50. White Sale Price . . . \$1.50

Reg. \$2.50. White Sale Price . . . \$1.50

Reg. \$3.00. White Sale Price . . . \$2.20

Reg. \$3.30. White Sale Price . . . \$2.60

Reg. \$6.00. White Sale Price . . . \$3.98

Reg. \$8.00. White Sale Price . . . \$6.45

BED SHEETS

A select assortment of high grade Bed Sheets, some in plain English Sheetings; others heavy twill and 28 pairs of finer American hemstitched Sheets. Every pair offers you an unusual value.

Reg. \$6.50 pair. White Sale Price . . . \$6.50

Reg. \$7.90 pair. White Sale Price . . . \$6.75

Reg. \$10.50 pair. White Sale Price . . . \$7.50

Reg. \$9.00 pair. White Sale Price . . . \$7.70



Gorgeous MIDDY WAISTS

Ladies, Misses and Children's

Some beauties in White Jean showing White Collar and Cuffs; others with fast color collar and cuffs; belts.

NOTE THE VALUES:

Reg. \$3.00. White Sale Price . . . \$1.98

Reg. \$3.50. White Sale Price . . . \$2.59

Reg. \$4.25. White Sale Price . . . \$2.69

Reg. \$5.50. White Sale Price . . . \$2.98

Reg. \$6.50. White Sale Price . . . \$4.59

Pure White Table DAMASKS

We can offer to-day splendid quality pure White 68 inch Table Damasks in assorted check and dice patterns. It's a long time since you have had such value in Damasks.

The yard, 79c.

How can we fittingly express the Elegance and describe the immense variety of our NEW WAISTS

Come and see for yourself what's new and what is going to be worn the coming season in Waists. Your choice is directed to our showing in White Voile, Lawn, Muslin, Brilliant and Linen Waists; deft fingers fashioned them, after Dame Fashion's approval. Need we say more about their trimming perfection. The following reductions are for our White Sale only:

Reg. \$2.50. White Sale Price . . . \$1.98

Reg. \$3.00. White Sale Price . . . \$2.08

Reg. \$3.50. White Sale Price . . . \$2.69

Reg. \$4.50. White Sale Price . . . \$2.98

Reg. \$5.50. White Sale Price . . . \$3.49

Reg. \$6.00. White Sale Price . . . \$3.98

Reg. \$7.00. White Sale Price . . . \$4.49

Reg. \$9.00. White Sale Price . . . \$4.98

Reg. \$10.00. White Sale Price . . . \$6.98

and many other prices in between.

The BEST VALUES that money can buy in

WHITE

GLOVES

All sizes in Ladies' Washable White "Suedetex" Gloves; great wearers and in demand for

spring wear. White Sale Price . . . 39c.

LADIES' FABRIC GLOVES.

Superior White Lace and Suede Spring Gloves, broken lines. Regular values to \$1.60.

White Sale Price . . . 98c.

LADIES' WHITE KID GLOVES.

Fine quality White Kid Gloves; sizes 6 to 7; 3 pearl come fastened wrist; \$2.50 value.

White Sale Price . . . \$2.18

"INDIAN HEAD" LINEN

Recognized as a leader for quality, suitability and durability; very strong texture; makes up well for all kinds of Ladies' wash dresses, suits, skirts and waists; it's splendidly suited for your girl's wear. Our shipment is made up of long remnants, i.e., pieces from 2 to 10 yards, all 34 inches wide. White Sale Price 35c.

TABLE DAMASKS

Pure White English and American Table Damasks. These are all new arrivals and consequently bring you the very best to be found.

Reg. \$1.20 yard for . . . 98c.

Reg. \$1.50 yard for . . . \$1.05

Reg. \$1.70 yard for . . . \$1.49

