

# The ALL ABSORBING PAGE

from the Store of Your Desire.

Never Before in the History of Local Retailing Has the Public Responded to a Sale as They Have to Our

## WHITE SALE.

Each day will witness NEW STOCKS brought forward, and NEW BARGAIN LOTS added. Only Values Extraordinary are offered in these "AISLES OF BARGAINS" and all offering, worth coming many miles for. Read and see where this Sale interests you.

### DUCHESSE SETS.

Our stock of these is very dainty, and easy prices make it possible for every young lady to have a nice set of toilet mats for a very small outlay.

Reg. 30c. set. White Sale Price... 25c.  
Reg. 65c. set. White Sale Price... 55c.  
Reg. 80c. set. White Sale Price... 72c.  
Reg. 1.10 set. White Sale Price... 97c.  
Reg. 1.30 set. White Sale Price... 1.10

### APRON DOWLS.

The best and strongest apron goods for the housewife, for grocers, butchers and such. We offer our whole stock of these at last year's sale prices.

Reg. 37c. yard. White Sale Price... 33c.  
Reg. 45c. yard. White Sale Price... 42c.  
Reg. 80c. yard. White Sale Price... 72c.

### SHEETINGS.

These alone are worth a visit. We are overstocked in the better lines and intend unloading some very special values during this White Sale. Best English Pure White Sheetings, plain and twilled.

Reg. 85c. yard. White Sale Price... 73c.  
Reg. 95c. yard. White Sale Price... 82c.  
Reg. 1.10 yard. White Sale Price... 89c.

### PILLOWINGS.

Winter time is stitching time. Have a look over this display of best value Pillow Cottons and buy for future needs. We offer some very excellent values in standard widths.

Reg. 30c. yard. White Sale Price... 27c.  
Reg. 33c. yard. White Sale Price... 30c.  
Reg. 45c. yard. White Sale Price... 40c.

### TABLE CLOTHS.

Don't let this Sale pass without securing a good wearing White Damask Table Cloth. We offer them at their old prices; they come in full sizes.

Reg. \$1.40. White Sale Price... \$1.25  
Reg. \$1.60. White Sale Price... \$1.45  
Reg. \$2.00. White Sale Price... \$1.78  
Reg. \$3.30. White Sale Price... \$2.95  
Reg. \$4.40. White Sale Price... \$3.90



### CASHMERE

#### MUFFLERS.

These are serviceable and come in a very fine Cashmere make. Just what you want to save you collar and at the same time keep you comfortable about the neck; a limited supply. Reg. 70c. White Sale Price... 60c

### TEA CLOTHS.

From the very lowest price to the highest you will find honest value here. We have some in soft White Damasks, others in embroidered Linens.

Reg. 35c. White Sale Price... 30c.  
Reg. 55c. White Sale Price... 49c.  
Reg. 90c. White Sale Price... 83c.  
Reg. \$1.10. White Sale Price... 95c.  
Reg. \$1.50. White Sale Price... \$1.37

### SIDEBOARD CLOTHS.

An extra Sideboard Cloth is always required. We have nipped the prices of these pretty sharp and can offer values equal to anything ever shown here; White Linen and Lace Cloths abound.

Reg. 45c. White Sale Price... 39c.  
Reg. 55c. White Sale Price... 48c.  
Reg. 70c. White Sale Price... 62c.  
Reg. 80c. White Sale Price... 72c.  
Reg. \$1.10. White Sale Price... 95c.  
Reg. \$1.50. White Sale Price... \$1.35

### VICTORIA LAWNS.

For those who ply the needle and make up dainty Summer underlinens we offer splendid values in White Lawns. These were bargained for many months ago; would like to show you the values.

Reg. 40c. White Sale Price... 37c.  
Reg. 45c. White Sale Price... 44c.  
Reg. 55c. White Sale Price... 49c.

### TUCKED LAWNS.

Here you are, mothers! the pick of the prettiest Tucked Lawns in the city at almost any price; some with fine tucks, others with Swiss insertion.

Reg. 22c. yard. White Sale Price... 19c.  
Reg. 33c. yard. White Sale Price... 29c.  
Reg. 40c. yard. White Sale Price... 36c.  
Reg. 50c. yard. White Sale Price... 45c.  
Reg. 65c. yard. White Sale Price... 58c.

### BREAKFAST CLOTHS.

In good English half-bleach Damasks, finished with Crimson border and fringed edge. These serve to take the place of your better cloths. We have two sizes.

Reg. \$1.00. White Sale Price... 90c.  
Reg. \$1.30. White Sale Price... \$1.15

### Needfuls for Baby's Use and Comfort at White Sale Prices.

#### INFANTS' BARRAS.

In White Flannel and White Flannelette make. See these if you are interested, they offer excellent values; all at the old Sale Prices.

Regular 80c. White Sale Price... 69c.  
Regular \$1.10. White Sale Price... 89c.  
Regular \$1.20. White Sale Price... \$1.08  
Regular \$1.40. White Sale Price... \$1.19

#### INFANTS' DAY GOWNS.

Soft White Lawn bodies, with Swiss insertion next and lace trimmed, tucked skirt with pretty embroidery edging. These are a handsome lot. Reg. \$1.20. White Sale Price... 89c

#### INFANTS' BODIES.

For those making up infants' robes we have some pretty little White Lawn Bodies, fancy lace and insertion yoke; lace edging at neck and sleeves.

Regular 35c. White Sale Price... 27c.  
Regular 45c. White Sale Price... 37c.  
Regular 50c. White Sale Price... 42c.  
Regular 60c. White Sale Price... 47c.

#### INFANTS' NIGHTGOWNS.

Our selection of these is excellent, soft White Lawn makes, galon trimmings, lace edging at neck and sleeves, and shirring, etc.; a pleasure to buy.

Regular 90c. White Sale Price... 72c.  
Regular \$1.10. White Sale Price... 79c.  
Regular \$1.50. White Sale Price... \$1.28  
Regular \$2.00. White Sale Price... \$1.60

#### INFANTS' SHORT SLIPS.

Well made little longcloth Petticoats, with body, some with embroidery trimmings, others fine lace and tucked skirt.

Regular 65c. White Sale Price... 58c.  
Regular 75c. White Sale Price... 64c.

#### MITTENS.

Soft warm Woolly Mittens for the young hopefuls, bearskin wrist; white cord fastens the pair together. Regular 50c. White Sale Price... 45c

#### BOOTACKINS.

White Wool Bootacksins, made so to envelop the feet; for baby in sleigh these are very comfortable. Regular 50c. the pair. White Sale Price... 45c

### Scrim Curtains.

Very handsome Scrim Curtains that are easy to wash and easy to put up again; they wear longer than the lace curtains, are becoming more popular every year, and prices are easier; some of these with band border, others lace edged.

Regular \$2.00 pair. White Sale Price... \$1.55  
Regular \$2.30 pair. White Sale Price... \$2.05  
Regular \$2.80 pair. White Sale Price... \$2.45  
Regular \$3.30 pair. White Sale Price... \$2.85

### White Gloves at White Sale Prices.

This section contributes some excellent values for Glove buyers: White Kid Gloves and White Fabric Gloves. These latter are of the good washing quality; some with black stitched backs, others White; 2 dome fasteners; Gloves that look as well as kid and cost you much less.

#### WHITE KID GLOVES.

Regular \$1.50 value. White Sale Price... \$1.33

#### WHITE CHAMOISETTE GLOVES.

Regular 85c. White Sale Price... 75c.  
Regular \$1.10. White Sale Price... \$1.00  
Regular \$1.60. White Sale Price... \$1.45

### CORSETS, too, enter into this White Sale

And they offer you the same good models which women have pronounced "The Ideal" for appearance, construction and comfort. Come, take your choice; pick your own favourite style of Corset while the White Sale prices are in force; from the lowest to the highest best values will be found here.

Regular 65c. White Sale Price... 57c.  
Regular 85c. White Sale Price... 78c.  
Regular \$1.10. White Sale Price... 96c.  
Regular \$1.45. White Sale Price... \$1.25  
Regular \$1.70. White Sale Price... \$1.50  
Regular \$2.00. White Sale Price... \$1.85  
Regular \$2.50. White Sale Price... \$2.38  
Regular \$3.00. White Sale Price... \$2.75  
Regular \$3.50. White Sale Price... \$3.20



### Children's Underskirts.

Serviceable little White Lawn Underskirts, cheaper than you can make them, finished with embroidery flounce, others plainly tucked and hemstitched with body, to fit girls from 2 to 10 years. Reg. 40c. White Sale Price... 34c

**LAWN APRONS.**  
A special lot of good White Lawn Aprons with pretty embroidery bodice and wide hemmed strings. Aprons that you usually pay 90c. for... 79c

**NEW COLLARS.**  
The newest in dainty White Muslin Collars, trimmed with wide and narrow lace; others plain, and others again hemstitched and pin tucks; large sailor shawl collars. Worth 40c. each. White Sale Price... 32c

**NET CAMISOLES.**  
We are clearing a box or two of these in fine White Net, Summer looking things trimmed with Valenciennes Lace and Beading; assorted sizes. Reg. 20c. White Sale Price... 10c

### Ladies' Chemises.

Even at their regular prices these offer exceptionally good values; made from good sheer cloths and neatly finished.

Regular 80c. White Sale Price... 68c.  
Regular \$1.00. White Sale Price... 88c.  
Regular \$1.80. White Sale Price... \$1.59

### Cream Wincey Nightgowns

Made up just as attractively as the Summer Nightgown, with V or square necks; pretty yokes, silk trimmed; others embroidery trimmings; good roomy sizes. Unbeatable values abound.

Regular \$2.10. White Sale Price... \$1.70  
Regular \$2.40. White Sale Price... \$1.97  
Regular \$2.50. White Sale Price... \$2.19  
Regular \$3.30. White Sale Price... \$2.94  
Regular \$4.80. White Sale Price... \$4.39  
Regular \$6.60. White Sale Price... \$5.40

### CLEARING! Girls' Middy Blouses.

The most serviceable knock-about Blouse for Summer wear, in Jean, Pique and Lawn, all White, and others trimmed with Navy, Saxe and crimson. Sailor collar, button trimmed and laced front. We have sizes to fit from 2 to 10 years. Get a few for the girls; they are cheaper now than they will be later on. Reg. 50c. White Sale Price... 59c.

## SHOW - ROOM OFFERINGS THAT BROUGHT US A CROWDED STORE OPENING DAYS.

### FILLED EMBROIDERIES.

Apart from being pretty they come in extra high grade quality, assorted widths, with insertion and beading. Lay in a supply of these, it will be a long time before you may get an offer like this again. Value for 10c. yard. White Sale Price... 10c

### LAWN CAMISOLES.

Of very special values, by reason of their prettiness, their serviceability and extreme daintiness, beautifully finished, you want an extra one or two, anyway. See these, they are the limit for value.

Reg. 40c. White Sale Price... 38c.  
Reg. 60c. White Sale Price... 58c.  
Reg. 90c. White Sale Price... 78c.  
Reg. \$1.25. White Sale Price... \$1.08  
Reg. \$1.75. White Sale Price... \$1.53

### KNICKERS.

We have bought heavily in these and can produce some eye openers for values; made from fine White Lawn, open and closed, tucked and frilled.

Reg. 60c. White Sale Price... 48c.  
Reg. 70c. White Sale Price... 58c.  
Reg. \$1.10. White Sale Price... 97c.  
Reg. \$1.50. White Sale Price... \$1.35

### 30 Dozen LADIES' UNDERPANTS.

Value to-day for 50c. the pair; suitable for present wear; ankle length; full range of sizes. White Sale Price... 45c



### Princess Underskirts.

Undergarments that never lose their popularity. These are simply exquisite, lace trimmed, ribbon beading; little improvements here and there over last season and so on; little prices for such elegance in underwear.

Regular \$1.40. White Sale Price... \$1.12  
Regular \$1.60. White Sale Price... \$1.39  
Regular \$2.40. White Sale Price... \$2.16

### YOU'LL NEED A COUPLE OF EXTRA BLOUSES

Later on. Come and See These.

Stylish White Muslin Blouses, some square neck, others with pretty round collar and embroidered fronts; other pretty styles embroidered all over, tucked and fine lace trimmings. Blouses like good value for 80c. each. Now is a good time for you to lay in a supply of Blouses for the coming season. Values cannot be better. Come along and look these over. Early buyers got the pick.

### LAWN UNDERSKIRTS.

Reasonably priced even at the regular price; made from high grade Lawns, they have the right swing and cut; some with ribbon beading and pretty Swiss embroidery source.

Reg. 80c. White Sale Price... 67c.  
Reg. \$1.70. White Sale Price... \$1.48  
Reg. \$2.30. White Sale Price... \$2.08  
Reg. \$4.60. White Sale Price... \$3.99  
Reg. \$3.30. White Sale Price... \$2.78

### NIGHTGOWNS FOR CHILDREN & MISSES.

Shapely night garments from warm and comfortable materials; White and Cream Flannelettes and Winceys; high neck and V neck, long sleeves.

Reg. \$1.20. White Sale Price... 98c.  
Reg. \$1.40. White Sale Price... \$1.23  
Reg. \$1.60. White Sale Price... \$1.32  
Reg. \$2.00. White Sale Price... \$1.59

### LADIES' NIGHTGOWNS.

Economy prices on these very Nightgowns you will need for later on wear; all fine White Lawn make, and made as well as it is possible to make them. We have a complete price range, and mention a few.

Reg. 75c. White Sale Price... 67c.  
Reg. \$1.10. White Sale Price... 97c.  
Reg. \$1.65. White Sale Price... \$1.29  
Reg. \$2.20. White Sale Price... \$1.84

### LAWN COMBINATIONS.

These are becoming more and more popular each season. We recommend these for fit and exquisite finish; made from finest quality White Lawns and nicely trimmed.

Reg. 85c. suit. White Sale Price... 78c.  
Reg. \$1.30 suit. White Sale Price... \$1.08  
Reg. \$1.40 suit. White Sale Price... \$1.26

### LADIES' & MISSES' WHITE WOOL CAPS.

Here is a cap you can wear for a long time yet. Heavy ribbed wool knit turn-over crown and rolled brim and fastened at the side. Reg. 90c. White Sale Price... 82c



Special White Sale Price: 64c.  
Let us have that Mail Order to-day.

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