

THURSDAY Morning 8.30.

OPENING DAY of OUR White and General Sale

THURSDAY Morning 8.30.

Curtain Nets

Generous stocks are here, every yard good value at the regular price. Knowing these would be advanced in price, we stocked heavily, thus making possible a big stock marked regularly at the old price; even these figures are cut for this big sale.

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| Reg. 12c. per yard. | Sale Price | 10c. |
| Reg. 15c. per yard. | Sale Price | 13c. |
| Reg. 20c. per yard. | Sale Price | 16c. |
| Reg. 25c. per yard. | Sale Price | 21c. |
| Reg. 30c. per yard. | Sale Price | 25c. |
| Reg. 35c. per yard. | Sale Price | 29c. |

White Hollands.

Extra strong apron Hollands, pure White, a household need, close prices will make rapid selling here.

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|---------------------|------------|------|
| Reg. 12c. per yard. | Sale Price | 10c. |
| Reg. 15c. per yard. | Sale Price | 13c. |
| Reg. 17c. per yard. | Sale Price | 14c. |

Curtain Goods

Extra quality, 35 inches wide, in White, Cream and Ecru, plain striped and fancy border, serviceable Curtain materials you'll like at once.

Reg. 25c. per yard. Sale Price 22c

MADRAS MUSLINS.

In Cream. For all kinds of Summer Drapes, embossed designs, and tiny floral spray in faint Pink, Blue or Yellow. These make as handsome Curtains as you may see anywhere.

Reg. 30c. per yard. Sale Price 25c

Tucked Lawns.

36 inches wide, showing fine pin tucks; cluster tucks and Swiss insertion; made on extra fine quality lawn.

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|---------------------|------------|------|
| Reg. 20c. per yard. | Sale Price | 17c. |
| Reg. 28c. per yard. | Sale Price | 24c. |
| Reg. 35c. per yard. | Sale Price | 28c. |
| Reg. 40c. per yard. | Sale Price | 33c. |
| Reg. 45c. per yard. | Sale Price | 36c. |

Men's Underwear.

Something new in fleece-lined Underwear for men. Comes in nice Grey shade, extra well finished, well shaped; size from 34 to 46 inch. Reg. 65c. per garment. Sale Price 59c

Men's Pants.

60 pairs of heavy Homespun Pants, a serviceable make for the working man, dark Grey shade, strongly finished; sizes from 4 to 7. Regular \$2.50. Sale Price 2.25

Sheetings.

Stock Up! Prices are Low Here 900 yards of pure White English Sheetings, at prices available to every purse; this section is famous for value, particularly during this Special Sale.

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|------------|-----------|------------|------|
| 68 inches. | Reg. 35c. | Sale Price | 31c. |
| 80 inches. | Reg. 50c. | Sale Price | 44c. |
| 90 inches. | Reg. 60c. | Sale Price | 52c. |
| 99 inches. | Reg. 75c. | Sale Price | 67c. |

Savings in Every Section.

CHILDREN'S LEGGINGS.

In White Stockingette, 6 and 8 button length; lots of weather ahead for these. Reg. 25c. Sale Price 22c

GLASS TOWELS.

In convenient size, 22 x 30; heavy quality Linen Crash, Red bordered. Reg. 15c. each. Sale Price 12c

TEDDY BEAR LEGGINGS.

For the children, in 5 and 6 button length; they are comfortable. Regular 60c. pair. Sale Price 49c

PARIS GARTERS.

Dependable make, assorted coloured elastics, nickel mountings; absolute comfort to the wearer. Reg. 30c. line. Sale Price 25c

COLGATE'S SOAP PASTE

In large round tin, removes grease and grime in no time; contains no injurious chemicals. Have a tin in the home or workshop; this preparation is kind to the skin. Reg. 12c. try a tin. Sale Price 12c

TURKISH TOWELING.

17 inches wide, pure White Turkish quality, for hand towels or kitchen rollers. Reg. 15c. Sale Price 13c

LACE CURTAINS



Lace Curtains.

Our entire stock of these, from the cheaper grades up to the best, marked to the very lowest possible figures for quick selling during this important sale. Spring's demands are many. Exceptional value awaits you here in pretty White and Cream Lace Curtains.

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| Reg. \$1.10 pair. | Sale Price | 89c. |
| Reg. \$1.50 pair. | Sale Price | \$1.25 |
| Reg. \$2.30 pair. | Sale Price | \$1.85 |
| Reg. \$3.50 pair. | Sale Price | \$2.80 |
| Reg. \$3.50 pair. | Sale Price | \$3.00 |
| Reg. \$4.50 pair. | Sale Price | \$3.75 |
| Reg. \$5.00 pair. | Sale Price | \$4.35 |

Others up to \$10.00 pair at proportionate reductions.

Everything desirable for Home and Personal Needs priced in a way to win the highest degree of Public Approval. Thousands of dollars worth of FRESH IMPORTATIONS await YOU!

Victoria Lawns

We are well stocked in the finest grades of Victoria Lawns, beautiful sheer surface, needed in every home. Our usual low prices, reduced for this important Sale.

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| Reg. 22c. Sale Price | 19c. |
| Reg. 25c. Sale Price | 21c. |
| Reg. 30c. Sale Price | 25c. |
| Reg. 40c. Sale Price | 31c. |

Only the bigger and more important Items get publicity of course.

Were we to advertise all our Specials it would take a half dozen sheets like this.

Immense preparations were necessary to exploit this Sale, and even now we are still adding new attractions, as every hour cases upon our cases are unloading at our doors. Come see the newest.

Our Fame for Value About to be Multiplied

Table Damask.

Particularly good values dominate this department; high grade English Damasks, pure White, nicely figured patterns with soft finish.

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| Reg. 50c. Sale Price | 44c. |
| Reg. 60c. Sale Price | 53c. |
| Reg. 70c. Sale Price | 62c. |
| Reg. 90c. Sale Price | 80c. |

The SHOW-ROOM A Reservoir of Style & Elegance!

CAMISOLES.

You can't possess too many, we have never shown a finer lot in pure White Lawn, dainty makes, exquisitely trimmed, with or without sleeves, lace, insertion and embroidery trimmed, full size.

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| Reg. 40c. Sale Price | 32c. |
| Reg. 50c. Sale Price | 40c. |
| Reg. 60c. Sale Price | 52c. |
| Reg. 1.00. Sale Price | 85c. |

Also a few slightly soiled in the better grades, nothing to hurt.

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| Reg. 90c. Sale Price | 50c. |
| Reg. \$1.50. Sale Price | 95c. |
| Reg. \$1.80. Sale Price | \$1.25 |

Nigh'dresses.

In dainty White Lawns, the pick of English and American makes, square or V shaped necks, and oh, so winsomely trimmed with fine lace, insertion and Swiss embroidery and pretty ribbon beading. We mention a few prices for you.

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| Reg. 75c. Sale Price | 64c. |
| Reg. \$1.20. Sale Price | \$1.01 |
| Reg. \$1.50. Sale Price | \$1.25 |
| Reg. \$2.40. Sale Price | \$2.08 |

Ladies' White Dresses.

Enthusiastic style seekers will flock here during this week, great values will be found even in the lower price dresses, values you can't match outside this store.

Pretty White Voile and Muslin Dresses embroidered, low neck, long and 3/4 sleeves, many of them suitable for Misses' from 16 years up; Ladies' sizes from the dainty 34 inch up to 44.

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|-------------------------------------|------------|----------------------|
| Reg. \$2.50 values. | Sale Price | \$2.28 |
| Reg. \$4.00 values. | Sale Price | \$3.78 |
| Reg. \$5.00 values. | Sale Price | \$4.78 |
| Other values from \$7.00 to \$12.00 | | for \$1.88 |

ALL-OVER EMBROIDERY.

For many needs, made on fine White Lawns; bought at the right time when values were best; assorted widths; lots of pretty patterns.

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|----------------------|------------|------|
| Regular 25c. yard. | Sale Price | 20c. |
| Regular 30c. yard. | Sale Price | 24c. |
| Regular 60c. yard. | Sale Price | 48c. |
| Regular \$1.30 yard. | Sale Price | 95c. |

CAMISOLE EMBROIDERIES.

These we have been holding over for some time. They are portion of a big fall shipment never shown before; 18 inches wide, and such pretty patterns, making choosing easy.

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|--------------------|------------|------|
| Regular 28c. yard. | Sale Price | 24c. |
| Regular 35c. yard. | Sale Price | 29c. |
| Regular 45c. yard. | Sale Price | 39c. |
| Regular 60c. yard. | Sale Price | 48c. |

Our entire stock of Narrow Embroideries, Insertions and Beadings, from 1 to 6 inches, at Specially Reduced Prices.

RUBBER SHEETING.

Came in with our new goods, pieces of each, reliable quality.

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| 36 inch. | Reg. 55c. | Sale Price | 49c. |
| 54 inch. | Reg. \$1.10. | Sale Price | 98c. |

INDIAN 'LINON,' 8 1/2c per yard,

36 inches wide, a nice sheer surface, finer than usual; we have about 500 yards for this Sale. It's going to move at our Special Price, 8 1/2c per yard. 8c

DOWLAS.

3 pieces of Apron Dowlas, 36 inches wide, the strongest cloth for hard-wearing aprons and for satisfactory wear. Regular 20d. Sale Price 17c

A Blouse Special

We Are Dying to TELL YOU About.

New importations, dashful American styles in White Muslins and Voiles, lots of fancy and striped effects, of course low neck, with such pretty turn-down collars; others with collars to button at neck; generous assortment of sizes, from 34 to 44 inch bust. Reg. up to \$1.50. Sale Price 1.19

WAISTS AND HOSE SUPPORTERS.

Dr. Parker's famous make for Boys and Girls, a combination waist and hose supporter, prevents round shoulders, promotes erect figure, strongly made for hard wear. Reg. 37c. Sale Price 34c

FOR THE CARNIVAL.

"COWBOY" SUITS.

Assorted sizes in khaki linen, just as you see them at the "Nickel" Tunic Shirt, leather bound cuffs and pocket, long pants with leather protectors, slouch hat, pistol and holster; also lasso and neck handkerchief. Special Sale Price 1.48

INDIAN SUITS.

In Khaki Linen with Scarlet and Yellow trimmings, feather head dress, laced tunic; as ferocious as you want them. Special Sale Price 68c



Tray Cloths

SNOW WHITE TRAY CLOTHS.

The best values available in White Linen, hemstitched and embroidered designs; others in mercerized Damasks.

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|----------------------|------|
| Reg. 40c. Sale Price | 35c. |
| Reg. 55c. Sale Price | 45c. |
| Reg. 70c. Sale Price | 59c. |
| Reg. 1.00 Sale Price | 82c. |

Pillow Cottons.

320 yards of circular Pillow Cottons, 40 inch, extra fine quality, bought at old prices. Secure your coming needs now.

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| Reg. 33c. Sale Price | 29c. |
| Reg. 37c. Sale Price | 34c. |

Table Cloths

A GENEROUS OUTPOURING OF VALUES HERE.

Made from best quality English Damasks, and being bought before prices soared, gives you an advantage for this week we offer our

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| Reg. 70c. line. | Sale Price | 58c. |
| Reg. 90c. line. | Sale Price | 77c. |
| Reg. \$1.30 line. | Sale Price | \$1.10 |
| Reg. \$2.20 line. | Sale Price | \$1.92 |
| Reg. \$2.50 line. | Sale Price | \$2.10 |

Boys' Waterproofs.

Just what he needs for Spring wear, a dependable Waterproof with Hat to match; Fawn shade, plaid inside, strap cut, secure seams; a knockabout coat for the school boy. Regular up to \$3.00. Sale 2.78

TABLE NAPKINS a Tempting Prices.

Generous stocks to select from, in finest quality White Damask, standard sizes, hemmed ready for use.

| | | |
|-----------------|------------|------|
| Reg. 15c. each. | Sale Price | 13c. |
| Reg. 20c. each. | Sale Price | 17c. |
| Reg. 25c. each. | Sale Price | 20c. |
| Reg. 35c. each. | Sale Price | 29c. |

Ladies' Hose.

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|---|---|
| Our regular 35c. line in ribbed Cashmere and plaid fleeces-lined hosiery, two popular sellers. Full sizes. Reg. 35c. pair. Sale Price 27c | Our 40c. specials offering plain and ribbed, some with heavy fleeces lining, long service hosiery low priced for this sale. Regular 40c. Sale Price 34c |
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DAINTY SUMMER WASH GOODS

Specially Low Priced.



PIN STRIPE GALATEAS.

28 inches wide, probably the best wearing and best washing summer dress materials; assorted color-ed stripes. Reg. to 2.20. 20c. yd. Sale Price 16c

ROMAN STRIPE BLOUSE MUSLINS.

All the rage, nice broad stripe Muslins in Blue and White and Pink and White, 30 inches wide, suitable for Blouses or Summer Frocks. Special Sale Price, per yard 18c.

WHITE PIQUES.

The distinctive Dress Material for Summer wear. Always looks well, washes perfectly; a favourite every summer; new arrivals in narrow and wide Cord.

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| Reg. 18c. Sale Price | 16c. |
| Reg. 27c. Sale Price | 23c. |

"ANDERSON" GINGHAMS.

A Summer Dress fabric that you'll like, beautifully assorted colors in pretty stripe patterns; nothing better to wear; 32 inches wide. Reg. 26c. yd. Sale Price 22c

PRETTY WASH MUSLINS.

20 pieces of these, showing pretty colored floral patterns on white grounds. Some of these marked 22c. per yard. Sale Price 18c

CAMBRIC.

360 yards of Pure White Cambric. This has a superior finish, well suited for making-up purposes; 35 inches wide. Reg. 20c. value. Sale Price, 16c per yard 16c

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