

IT PAYS TO PAY CASH

In presenting the most important Mid-Winter Sale--we particularly direct your attention to the very best VALUES that it has been our pleasure to ever offer in a

The Much Talked of Store

ROLLER TOWELING. English Linen Crash Hollerings, bordered. Reg. 33c. yard. Sale Price . . . 23c. Reg. 44c. yard. Sale Price . . . 36c.

WHITE SALE

TUB CORDUROY. White Cotton Corduroys, 34 inches wide; washes good. Reg. 90c. yard. Sale Price . . . 53c.

PRICES ABROAD MAY DROP LATER ON, BUT THEY CERTAINLY DO DROP HERE DURING THE NEXT TWO WEEKS.

Beautiful WAISTS

Go on Sale MUSLIN, VOILE, PIQUE and BRILLIANT WAISTS.

One of the main attractions will be this very superior exhibit of just-what-you-would-like in Wash Blouses.

Space will not permit to adequately describe their loveliness and becomingness. Note our re-markings in prices:



Beautiful Snow-White Underthings Grace every Section of the Showroom

CAMISOLES. Something a lady never has too many of. Stock up, the savings are big now.

LAWN UNDERSKIRTS. With wide flounce, embroidery trimmed. Lined cost too high.

INFANTS' DAY GOWNS. Fine Lawn make, lace and insertion trimmed.

CHILDREN'S EMBROIDERY FROCKS. Dainty frocks that mothers love to buy for little ones.

WHITE LAWN NIGHTGOWNS. No matter what price you may decide on here, you will find excellent value.

CREAM WINCEY NIGHTGOWNS. Two very charming lines of these.

WHITE CUSHION COVERS. Frilled and embroidered White Muslin Cushion Covers.

WHITE HONEY-COMB QUILTS. Snow White Quilts for single, medium and double beds.

WHITE LINEN SKIRTS. White Linen Skirts with decorative yoke, roll collar, long sleeves.

WHITE SWEATERS. White Wool Sweaters, roll collar, belt and pockets.

MAGNIFICENT VALUES IN MARCELLA QUILTS.

Beautiful looking Quilts, and marked away under the prices you would expect to pay for such high grade quality. Sale Prices range like this--

Window Hangings, Scrims and Laces. See our Prices

WHITE CURTAIN SCRIMS. It's the very best of times to buy pretty Curtains and Scrims.

Bedroom Linens

CIRCULAR PILLOW COTTONS. 40 and 42 inch Circular Pillow Cottons.

Thousands of Yards of Snow-White Goods await You Now

BUTCHERS' LINEN. Double weight, best English make; last for years of wear. Reg. \$2.00. Sale Price \$1.89.

WHITE SCOTCH WINCEY. 36 and 40 inch; good wearing quality.

APRON DOWLAS. 35 inch; strong quality White Dowlas. Reg. 85c. Sale Price 69c.

CREAM NAINSOOK. 28 inch; About 90 yards of this to clear at a Special Sale.

WHITE CORDUROY VELVETS. 27 inch; washes well, nice for Skirts, Costumes, and Children's wear.

WHITE CREPE CLOTH. 30 inches wide; soft, undressed finish.

Women Who Love Superstition.

Would it be going too far to say that all women are superstitious? Well, it depends in the first place on what we mean by superstition.

Intuitive Apprehension. There is another side to the question. Women, being specially psychic, often have intuitions which are perfectly true, but which are often called superstitions by those who have no belief in them.

Royalty and Superstition. Nor are you in plebeian company, for many royal ladies have their superstitions. One of the princesses of our own Royal Family had a favourite superstition regarding pins.

Household Notes. No dishes are well washed unless they have been rinsed in boiling water.

Hardened paint brushes may be cleaned very quickly in boiling vinegar.

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Ladies' White Dresses and White Skirts

WHITE DRESS SKIRTS. Graceful Hanging Skirts in Piques, Satin and Linens. Skirts you will love later on.

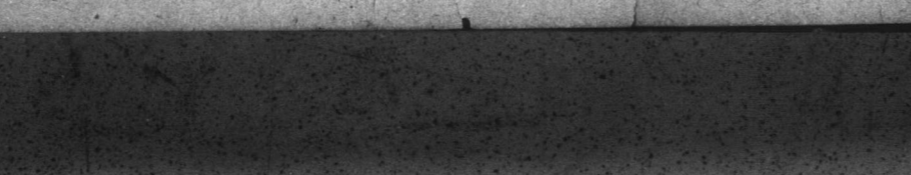
Ermine Stole and Muff Sets

Only newest shape with round Muff. White satin lined; cord and tassels. Regular \$6.76.

These are Special for the Opening Days

LADIES' APRONS. White Linen Aprons, with large pocket; suitable for Nurses, Cooks and Housemaids. Reg. \$1.34. Sale Price \$1.19.

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- 75c. \$2.00 \$5.00 \$3.00 \$1.25 \$1.50 \$2.13 \$21.00 20.00 12.50 10.00 2.25

You