

# June-July White Sale

# "Make Hay While the Sun Shines"

That's just another way of saying "Make Money while our WHITE SALE LASTS." For this Sale is full of money-saving opportunities. To-day's store news adds more splendid offerings to the great collection of Bargains.

# June-July White Sale

<p><b>SPECIAL VALUES IN Fine Lace Curtains</b></p> <p>We expect brisk selling in these special lines of Nottingham Lace Curtains, suitable for either country or city use.</p> <p>Beautiful floral designs, neat and massive, some with single border.</p> <p>3 yd. Reg. \$1.20..... for .95                  3 1-2 yd. Reg. \$1.60..... for \$1.30                  3 1-2 yd. Reg. \$2.20..... for \$1.75                  3 1-2 yd. Reg. \$2.60..... for \$2.15                  3 1-2 yd. Reg. \$3.20..... for \$2.55</p>	<p><b>White Shirting</b></p> <p>1200 yards                  31 inches wide</p> <p>Reg. 12c yard</p> <p>for</p> <p><b>9 1-2c.</b></p>	<p><b>Horrockses Shirting</b></p> <p>the finest made absolutely pure</p> <p>Reg. 17c yd.</p> <p>for</p> <p><b>14c.</b></p>	<p><b>Job Line Table Linen</b></p> <p>700 yards fine Bleached, 60 inches wide worth 50c a yard</p> <p>for</p> <p><b>41c yd.</b></p>	<p><b>Apron Holland</b></p> <p>500 yards, White and Blue 32 inches wide</p> <p>Reg. 11c</p> <p>for</p> <p><b>9 1-2c yd.</b></p>	<p><b>Velvet Pile Hearth Rugs</b></p> <p>The Club Axminster, size 35x75 inches</p> <p>Reg. \$4.75</p> <p>for</p> <p><b>\$4.15 ea.</b></p>	<p><b>Velvet Pile Hearth Rugs</b></p> <p>The Belgravia, size 27x64 inches</p> <p>Reg. \$2.50</p> <p>for</p> <p><b>\$2.15 ea.</b></p>	<p><b>Tapestry Hearth Rugs</b></p> <p>Neat patterns size 27x60 inches</p> <p>Reg. \$1.20</p> <p>for</p> <p><b>95c ea.</b></p>	<p><b>Velvet Pile Door Mats</b></p> <p>The balance of that big Job Line Blues and Greens</p> <p>35c values</p> <p>for</p> <p><b>19c ea</b></p>	<p><b>Ladies' Handkerchiefs</b></p> <p>For the first week of our White Sale we will offer 500 dozen of Ladies' Handkerchiefs.</p> <p>They come with Lace, Embroidery and Hemstitched borders, with plain and dainty Embroidery centres.</p> <p>200 doz Lawn Hdch's Hemstitched and Open-work. Reg. 6c 3 for 11c</p> <p>200 doz Messurah Embroidered and Lace Edge Reg. 10c 2 for 16c</p> <p>100 doz Silk lace edge and Embroidered Reg. 18c for 14 cents</p>
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## Dress Muslins and Cottons

Sale of 15,000 Yards

WE are delighted to offer such exceptional values in Dainty Summer Dress Muslins and Cottons like these. It is a rare opportunity to buy your supply for Summer Dresses, Waists, and Children's Dresses, at just the time that you'll be needing them, and at specially reduced prices. Early buying will give you the best choice.

They comprise fine Irish dimity muslins in fancy stripes and checks, also cross-bar effects and pretty floral patterns, in different colors and white grounds. Some have the neat hair stripes.

Then there are Zephyrs, Cambrics, Mercerlawn, Voiles, Prints, Piques, Poplins, Batistes, Shower of Hail Muslins, Crepe Cloth, Bengalines and Canvas Cloths, white and colored grounds, plain white, and a good choice in colored patterns, including Blues, Pinks, etc. Shown on four special tables.

Values to 13c yd for

**10 cts.**

Values to 16c yd for

**12 1/2 cts.**

Values to 24c yd for

**17 cts.**

Values to 35c yd for

**25 cts.**

## iBg Savings on Women's Ready-to-Wear Apparel

Most Welcome News for Money-Saving Women



This week we will place on sale many special purchases in Ladies Ready-to-Wear apparel, that will put into the shade any previous offering of this nature. We're going to give you values that so far outclasses the best bargains you can get elsewhere as to make any other offerings dear by comparison. It is simply outside the range of possibility for any other store to equal or even approach these values.

Investigate for yourself and you'll agree that we are perfectly justified in making this strong claim.

This Sale involves a special purchase recently consummated through our London agent.

### Ladies Embroidered Net Lace Dresses.

BLouses and SKIRTS, WITH LACE TO MATCH. NO TWO ALIKE.

Cream One Only \$23.50 for \$13.00	Cream One Only \$19.50 for \$11.50	Cream One Only \$18.00 for \$10.50	Cream One Only \$17.50 for \$9.75	Cream One Only \$16.00 for \$9.75	Cream One Only \$15.75 for \$8.75	Cream One Only \$15.00 for \$8.75	Cream One Only \$15.00 for \$7.75	Cream One Only \$15.00 for \$4.50	Cream One Only \$15.00 for \$4.50
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Paris, one only \$19.75 for \$10.75

Gold Spangled one only \$15.75 for \$8.75

White, one only \$19.75 for \$12.75

### LADIES \$5.75 COATS for \$3.75

50 only of Ladies Covert Cloth Coats, suitable for Summer or early Fall Wear, in colors of Fawn, Grey and Greens. Three-quarter, seven-eighths and full length.

**Special \$3.75 each**

Many other lines which we find impossible to give a detailed description of here, but on which special reductions will be given during this White Sale include:

Ladies Cloth Dresses  
Ladies Blouse Robes

Childrens Silk Dresses  
Childrens Cashmere Coats

Ladies Linen Suits  
Childrens Pelises

Childrens Muslin Dresses  
Childrens Pique Coats, etc.

## Our Great Phenomenal Waist Sale

Continues This Week

During last Friday, Saturday and Monday we sold over six hundred Waists. You may say that is wonderful selling. It is. But the values are still more wonderful. Remember we bought the entire samples of Canada's leading Waist Manufacturer. A Manufacturer noted for the quality of materials he uses, and correctness of style.

What Sort of Waist do You want?

VALUES TO \$1.20 for 75 cts.

Come here confident you can find it. At prices that average half, some a little less, some a little more; lovely Waists, crisp, new, fresh and clean, made with all the exactness demanded by the fashion of the season



8 LOTS AT 8 PRICES

\$1.20 Values for 75c	\$1.60 Values for \$1.14	\$1.85 Values for \$1.39	\$2.40 Values for \$1.88	\$2.75 Values for \$2.15	\$3.00 Values for \$2.25	\$3.25 Values for \$2.50	\$4.50 Values for \$3.55
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Wool Door Mats

Very neat and dainty colorings. Size 11 1/2 x 29 in. Reg. 35c for

**30c each**

Cocoanut Door Mats

With Black and Crimson wool border Reg \$1.60 for

**\$1.35 each**

Canvas and Linoleum

400 yards of Floor Canvas, 2 yards wide. Reg. 59c.

65c yard for.....

300 yds of 'Record' Cork Linoleum, 2 yards wide, neat patterns. Reg \$1.00 for

**85c.**

470 yds. of Best Scotch Inlaid Linoleum, 2 yds. wide. Reg. \$2.20 yard for.....

**\$1.98**

6 doz. of Linoleum Door Mats, size 20x36 inches. Reg. 40c. each for

**33c.**

NO BETTER TIME THAN DURING THIS WHITE SALE, TO BUY YOUR WHOLE SUMMER WANTS

Women's Imitation Black Cashmere Hose, seamless, assorted ribs. Special. 17c.

Women's Black and Tan Cashmere, Lisle Thread, Lace Ankle and Silk Embroidered Hose, assorted ribs and plain. Reg. 38c.

Women's Tan and Black Cashmere, Lisle Thread, Lace and Silk Embroidered Hose, assorted ribs and plain. Reg. 45c.



DIRECTOIRE MERVE SILK RIBBONS, full eight inches wide, colors of Chasseur, Navy, Pink, Myrtle, Sky, Cream, White, Chevalier, Saxe, Reseda, Moss, etc. Reg. 65c. yard for..... 52c.

HAND-OME FANCY MOIRE RIBBON, six inches wide, shaded colors of V Rose, Blues, Fawns, Helios, Greens, Pinks, etc. Reg. 70c. 85c. yard for.....

SILK TAFETT RIBBON, four inches wide, colors of Pink, V Rose, Moss, Myrtle, Reseda, Browns, Nil, Sky, Torquoise, Cream, White, Navy, Saxe Crimson, Cardinal, Emerald and Black. Reg. 20c. yard for..... 17c.