

THE SUCCESS OF THIS IMPORTANT SALE

was assured an hour after it began.

You have an Entire Week to heap-up Savings on White Wear Purchases.



INDIAN HEAD LINEN.

This splendid material has a reputation all over the world for its beautiful sheer finish, linen-like texture, and its use for Nurses' Uniforms, and for Children's Skirts and Dresses it stands to-day for wear. Come in and see it. It will like it at once; 33 inches wide. Regular White Sale Price, the yard ... 48c.

Positively No Charging at these prices.

Top Notch Values in These.

LADIES' WHITE UNDERSKIRTS.
There is no better buying time than now for these Underskirts. Our stock is complete, dainty and of unequalled values.

Regular \$1.10. White Sale Price ... 98c.
Regular \$1.25. White Sale Price ... \$1.08
Regular \$1.50. White Sale Price ... \$1.19
Regular \$2.00. White Sale Price ... \$1.69
Regular \$2.50. White Sale Price ... \$2.53
Regular \$3.00. White Sale Price ... \$3.13
Regular \$4.25. White Sale Price ... \$3.73
Regular \$5.00. White Sale Price ... \$4.23

PRINCESS' UNDERSKIRTS.
Something every lady prizes—dainty Princess' Underskirts. These we offer, we use the prettiest and finest lawn make, minutely trimmed. Every price profitable.

Regular \$1.50. White Sale Price ... \$1.28
Regular \$2.00. White Sale Price ... \$1.69
Regular \$2.50. White Sale Price ... \$2.13
Regular \$3.00. White Sale Price ... \$2.73
Regular \$4.00. White Sale Price ... \$3.23
Regular \$5.00. White Sale Price ... \$4.13

WHITE LAWN NIGHTGOWNS.
Our stock of these is not to be matched in the city. Many of the following lines are of value and we would like you to see and see them.

Regular \$1.00. White Sale Price ... 87c.
Regular \$1.50. White Sale Price ... \$1.23
Regular \$2.00. White Sale Price ... \$1.69
Regular \$2.50. White Sale Price ... \$2.13
Regular \$3.00. White Sale Price ... \$2.53
Regular \$3.50. White Sale Price ... \$2.93
Regular \$4.25. White Sale Price ... \$3.73
Regular \$5.00. White Sale Price ... \$4.23

BIG SAVINGS ON WHITE QUILTS.
These rank among some of the best values of this Sale. Here is a Quilt to suit every purse: Honeycomb Quilts, Shell Quilts, American Quilts, and others, from the lowest to the highest priced Quilt. "Super-value is assured."

Regular \$2.25. White Sale Price ... \$1.98
Regular \$2.50. White Sale Price ... \$2.13
Regular \$3.00. White Sale Price ... \$2.43
Regular \$4.00. White Sale Price ... \$3.43
Regular \$5.00. White Sale Price ... \$4.43
Regular \$7.75. White Sale Price ... \$6.23

NAINSOOKS.
18 inch soft White Nainsooks we have pared pretty fine this Sale.

Regular 25c. White Sale Price ... 19c.
Regular 30c. White Sale Price ... 24c.
Regular 40c. White Sale Price ... 34c.
Regular 50c. White Sale Price ... 44c.

WHITE CURTAIN NETS.
We were fortunate in securing a stock of these at very reasonable prices; best Nottingham lace patterns assorted widths; the values are good.

Reg. 50c. White Sale Price ... 45c.
Reg. 60c. White Sale Price ... 54c.
Reg. 70c. White Sale Price ... 63c.
Reg. 85c. White Sale Price ... 76c.
Reg. \$1.00. White Sale Price ... 94c.
Reg. \$1.25. White Sale Price ... \$1.06

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THE SALES OF WHITE have met with an enthusiastic reception from our patrons.

The excellent values offered, the broadness of stocks and the high quality of the merchandise proved irresistible to the hundreds of women who crowded our store opening days.



1260 yards of Specially Priced White Goods.

This pile is particularly interesting, as it offers you an unlimited variety of **WHITE MUSLINS, WHITE LAWNS, WHITE MULLS, WHITE VOILES, WHITE CANVAS CLOTHS, WHITE CASEMENT CLOTHS, WHITE TWILLS** and so forth.

All these were bargained for many months ago and we could not repeat such value were we to seek to-day. Values to 40c.

White Sale Price 32c. Per Yard.

Battenburg Lace Table Cloths.

There is no need to describe the beauty of these Cloths, they are circular shape, in deep Battenburg lace, stitched to soft white linen; in every case excellent value at their Special Price.

Regular \$3.20. White Sale Price ... \$2.90
Regular \$4.00. White Sale Price ... \$3.68
Regular \$5.00. White Sale Price ... \$4.50

999 Yards of ALL WHITE SUMMER DRESS FABRICS.

Factory Ends, averaging from 2 to 10 yards in length, including—
PLAIN and FANCY PIQUES, CANVAS CLOTHS, GABARDINES, RIPPLETTES, MATT CLOTHS, AND NOVELTY STRIPES, Etc.

Come and look through this immense pile, you can use many yards of such goods in the season ahead.

White Sale Price 52c. Per Yard.



WHITE SALE
Cotton Sheetings.
(Plain)
500 yards of these; has a nice soft finish, sheer surface, 72 inches wide; wears as well as any heavy sheeting; ideal for summer sheets. Special White Sale Price, the yard ... 78c.

SPECIAL! WHITE LACE CURTAINS, \$1.19 pair.

Arabian Valance Lace Curtains with overhead piece, White and Cream. Curtains paired in one piece. These are value for \$1.60 pair. **White Sale Price \$1.19**

Positively No Charging at these prices.

Gather in some of these values in CAMISOLES, CHEMISES and KNICKERS, Etc. NOW is the time.

LADIES' CAMISOLES.
Note our special prices on these few clearing lines; they are well made and of good quality lawn.

Regular 90c. White Sale Price ... 68c.
Regular \$1.10. White Sale Price ... 88c.
Regular \$2.00. White Sale Price ... \$1.68

LADIES' LAWN CHEMISES.
Note our special prices on these few clearing lines; they are well made and of good quality lawn.

Regular 90c. White Sale Price ... 68c.
Regular \$1.10. White Sale Price ... 88c.
Regular \$2.00. White Sale Price ... \$1.68

OVERLACE, 39c. YARD.
We offer some pretty Overlaces, 18 inches wide, in White and Cream Shadow Laces, Cluny Laces, and Net, suitable for yokes, camisoles and collars, etc. Regular 45c. yard. **White Sale 39c.**

WHITE LAWN KNICKERS.
In these you will find exceptional value prevailing throughout the entire line.

Regular 90c. White Sale Price ... 68c.
Regular \$1.00. White Sale Price ... 87c.
Regular \$1.25. White Sale Price ... \$1.08
Regular \$1.50. White Sale Price ... \$1.28

INFANTS' ROBES.
Happy mothers will become radiant with these values in beautifully made White Lawn Robes.

Regular \$2.00. White Sale Price ... \$1.79
Regular \$2.40. White Sale Price ... \$2.16
Regular \$3.00. White Sale Price ... \$2.69
Regular \$3.50. White Sale Price ... \$3.29
Regular \$4.20. White Sale Price ... \$3.88

INFANTS' DAY GOWNS.
The Day Gowns in this Sale are worth gathering in. We have made a clearance price on these dainty White Lawn Gowns.

Regular \$1.50. White Sale Price ... \$1.29
Regular \$2.00. White Sale Price ... \$1.78

Some Special Values For The Opening Days of this Important White Sale.

WHITE FLETTE UNDERSKIRTS.
You need perhaps one right now; they come with wide flounce, button hole edged and shaped band; made in full sizes.

Regular \$1.50. White Sale Price ... \$1.59

HAVE ONE OF THESE BLOUSES, ANYWAY.
A variety line of White Blouses in Muslin, Voile, plain and striped, roll or sailor collar with pleated edge; hemstitched and pearl button trimmings; others with tucked front; some of our most winsome styles.

Regular up to \$3.25 each. White Sale Price ... \$2.85
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CHILDREN'S BEAR COATS.
A box or two of these in assorted sizes, Cream shade, roll collar and belt, pearl button trimmings; to fit from 6 months to 2 years. Good value at their regular price, 6.00. **White Sale Price \$5.58**

LADIES' WHITE FLETTE NIGHTGOWNS.
High-grade night garments in soft white flannelettes, V neck, long sleeves, embroidered in white or pink; full sizes.

Reg. \$3.50. White Sale Price ... \$2.79
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Children's Bear Bonnets.
Pretty little White Bear Bonnets with white silk ribbon strings and trimmings.

Reg. 80c. White Sale Price ... 67c.

Infants' Short Slips.
Well made longcloth slips with bodice, skirt embroidery trimmed; cheaper than you can make them.

Regular 90c. White Sale Price ... 72c.
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White Linen Collars.
Neat round shape with pleated edging; suitable for dress or coat.

Reg. \$1.00. White Sale Price ... 89c.
Reg. \$1.25. White Sale Price ... 18c.

Ladies' Camisoles.
Made of Sheer White Muslin, embroidered and lace trimmed, with strap over shoulders; assorted sizes.

Reg. 50c. White Sale Price ... 42c.

Infants' Wool Polkas.
Comfort garments for the little ones in all white wool; string and tassels at neck and waist, buttoned front.

Reg. \$1.00. White Sale Price ... 89c.
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Infants' Bodices.
Mothers can save on their purchases here.

Regular 60c. White Sale Price ... 49c.
Regular 65c. White Sale Price ... 58c.
Regular 75c. White Sale Price ... 68c.

Infants' Barras.
Plannelette and flannel makes, all underequipped for this Sale.

Regular 90c. White Sale Price ... 78c.
Regular \$1.25. White Sale Price ... \$1.08
Regular \$1.55. White Sale Price ... \$1.23
Regular \$1.80. White Sale Price ... \$1.59

SIDEBOARD CLOTHS.
An unlimited assortment of these in dainty embroidered white linen; the best of cloths from both sides of the Atlantic are in this Sale. Our special prices enhance the value.

Reg. 80c. White Sale Price ... 69c.
Reg. 90c. White Sale Price ... 82c.
Reg. \$1.00. White Sale Price ... 88c.
Reg. \$1.25. White Sale Price ... \$1.08
Reg. \$1.50. White Sale Price ... \$1.33

LACE SIDEBOARD RUNNERS.
A special lot of inexpensive and very serviceable Lace Runners for sideboards; will stand a lot of wear and washing; uncommon looking, too.

Regular 55c. White Sale Price ... 47c.
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WHITE CHINTZ.
With Bluebird pattern; something uncommon for furniture coverings, hangings and such like; extra strong material; 36 ins. wide.

Reg. 72c. White Sale Price ... 72c.

WHITE CASEMENT CLOTHS.
36 inches wide; extra fine texture, with satin stripe. Distinctive looking, washes well; its economy to use such worthy material.

Reg. 75c. White Sale Price ... 69c.

Don't Miss These Special Values in White Damask Table Cloths.

Our stock of these is well selected and bought where values were best. No matter what price interests you here, you can be assured of the very best value.

Regular \$1.75. White Sale Price ... \$1.48
Regular \$2.00. White Sale Price ... \$1.65
Regular \$2.50. White Sale Price ... \$2.16
Regular \$3.00. White Sale Price ... \$2.49
Regular \$3.40. White Sale Price ... \$2.90
Regular \$4.00. White Sale Price ... \$3.45

and TABLE NAPKINS.
How are you off for these? The values for this Sale are really good and should interest all careful housewives. They are made of best quality Damasks, hemmed.

Regular 15c. each. White Sale Price ... 12c.
Regular 23c. each. White Sale Price ... 19c.
Regular 30c. each. White Sale Price ... 25c.
Regular 35c. each. White Sale Price ... 28c.
Regular 40c. each. White Sale Price ... 33c.

A Great Time to Pick up CURTAIN SCRIMS.

Our Curtain Scrims were never prettier and never more varied, showing plain White and Cream and a multitude of others with pretty floral borders.

Reg. 22c. yard. White Sale Price ... 18c.
Reg. 25c. yard. White Sale Price ... 22c.
Reg. 40c. yard. White Sale Price ... 36c.
Reg. 50c. yard. White Sale Price ... 46c.
Reg. 65c. yard. White Sale Price ... 59c.
Reg. 70c. yard. White Sale Price ... 64c.

SNOW WHITE TEA CLOTHS.
These are made of good grade English linen, hemstitched and embroidered, and at our special prices offer the utmost in value.

Reg. 50c. White Sale Price ... 48c.
Reg. 70c. White Sale Price ... 68c.
Reg. 95c. White Sale Price ... 85c.
Reg. \$1.10. White Sale Price ... 96c.
Reg. \$1.50. White Sale Price ... \$1.33

HUCK TOWELINGS.
The good housewife knows the extra good wearing quality of Huck Towelings. If they are higher than the ordinary they are well worth the difference in price. Our stock is worth seeing.

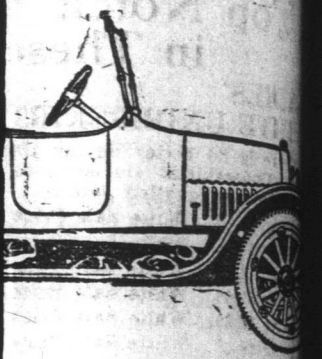
Reg. 30c. yd. White Sale Price ... 26c.
Reg. 32c. yd. White Sale Price ... 29c.
Reg. 37c. yd. White Sale Price ... 32c.



BUICK
MOTOR CARS

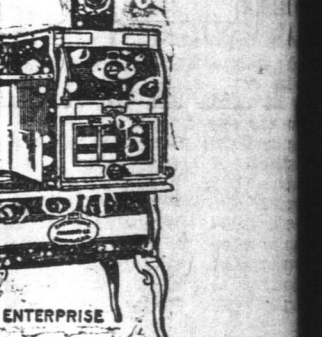
00.00 was recently awarded to the owner in an extensive mileage contest. The car was manufactured by Buick.

0 gallons of petrol were used and the car ran to 9 1/2 times around the world.



WAYWARD
Bank of Montreal Building

HIGH-CLASS COOKING



and STOVES

the Dominion at our store. Range, 2 sizes.

LOUSTON'S
St. St. John's. P. O. Box, 12

FISH!

and quantity of PRIME offer on retail. for householders. & WHITE OATS. & Co., Ltd.

and all enquiring friends please mention—adv. From Cape Race. CAPE RACE. Wind east, blowing strong. snow storm. A steamship 2 a.m. Bar. 29.45; Ther. 29.