

WHITE SALE.

BREAKING ALL PAST RECORDS

WHITE SALE.

DAY AFTER DAY this busy Store continues to exceed all its former selling records. Contrary to all precedent, there is not the slightest indication of waning interest; some of the most important features of this Great Sale are mentioned in this page, and some are yet to come. Read our advertisements every day, for every reader, regardless of station or circumstances, will find in them a real benefit for the Merchandise offered is new and fresh and at a big reduction from our former selling prices.

COME HERE OFTEN—FICTION MAY ATTRACT, BUT THESE PRICES WILL CONVINC.

Ladies' White Wear.

Ladies' Cotton Underskirts, 11 inch lawn flounces, one cluster of four tucks, and finished with 5 inch frill of embroidery with dust frill underneath, some with pink and pale blue ribbon beading. Reg. \$1.25 each for **\$1.00**

Ladies' fine English White Cotton Underskirts, 17 inch flounces, with tucks and openwork embroidery and insertion, some trimmed with clusters of tucks and embroidery. Reg. \$1.50 each for **\$1.20**

Ladies' White Nainsook Underskirts, 19 inch flounces, trimmed with clusters of five tucks and finished with torchon lace and insertion, pink and pale blue ribbon trimmed. Reg. \$1.90 each for **\$1.45**

Ladies' Nainsook Underskirts, with lawn dust frill, 19 inch flounces with clusters of tucks and finished with torchon lace and insertion. Reg. \$2.65 ea. for **\$2.10**

Ladies' extra fine White Nainsook Underskirts, wide flounce trimmed with wide Valenciennes Lace and Insertion, some with ribbon beading, draw and bow. Reg. \$4.25 each for **\$3.45**

Ladies' extra fine White Nainsook and Lawn Underskirts, wide double flounces, in various patterns, some with ribbon beading and bow; no two alike. Reg. \$6.00 each for **\$4.80**

Ladies' fine White Nainsook Underskirts, wide beading with ribbon draw and bow, flounces of valenciennes insertion, vandyked, and lace dust frill with val. lace to match. Reg. \$6.50 each for **\$5.20**

Corset Covers, English White Cotton, front vandyked with valenciennes lace, neck and sleeves finished with val. lace to match. Reg. 60c. each for **40c.**

Corset Covers, fine Lawn, all-over embroidery yokes; others with three rows of valenciennes lace insertion let in, necks and waist ribbon beading. Reg. \$1.00 each for **80c.**

Corset Covers, of extra fine Nainsook, yokes and fronts trimmed with embroidery and insertion, and clusters of tucks, necks and arm holes edged with lace, necks ribbon beaded. Reg. \$1.80 each for **\$1.45**

Ladies' White Nainsook Drawers, full frill of torchon lace and embroidery. Reg. 75c. pair for **62c.**

Ladies' White Lawn Drawers, some with embroidery, others with deep lawn frill, trimmed with val. lace and insertion. Reg. 95c. pair for **76c**

Ladies' extra fine White Nainsook Knickers, extra wide frill beautiful embroidery and clusters of tucks. Reg. \$1.20 pair for **95c**

Ladies' White American Cotton and Nainsook Nightdresses, square and round necks, with embroidery and lace yokes, ribbon draw and bow, sleeves to match. Reg. \$1.55 each for **\$1.30**

Ladies' White Longcloth and Lawn Nightdresses, Dutch and square necks, insertion and edged with cambric embroidery, sleeves to match. Reg. \$1.70 each for **\$1.40**

Ladies' White Cotton and Longcloth Nightdresses, slipover style, yokes and sleeves very neatly trimmed with imitation baby Irish insertion, others with fine tucks and embroidery. Reg. \$3.00 each for **\$2.40**

Ladies' White Cotton Nightdresses, Dutch collars, yoke has clusters of five tucks, valenciennes lace and insertion, sleeves all hand made. Reg. \$3.75 each **\$2.90**

A Very Remarkable Sale, comprising a Sample Lot of WOMEN'S WAISTS

At Values That Merit Instant Attention. No Two Alike.

They consist of Muslins, Lawns, Lingerie and Cottons beautifully Trimmed and Tucked.

To be Offered during this Sale at Special Prices.

Values to for 75 cts.	Values to for \$1.60	Values to for \$1.85	Values to for \$2.40	Values to for \$2.75	Values to for \$3.00	Values to for \$3.25	Values to for \$4.50
	\$1.14	\$1.39	\$1.88	\$2.15	\$2.25	\$2.50	\$3.55

TAFFETA SILK RIBBON, 4 inch, - Reg. 20c. yard for 17c.
SILK MOIRE RIBBON, 6 inch, - - Reg. 85c. yard for 70c.
Directoire SILK RIBBON, 8 inch, - Reg. 65c. yard for 52c.

TRIMMED MILLINERY Offered Almost HALF PRICE.



Special Values in Wash Suits and Skirts.

During this White Sale we intend to make an entire clearance of these goods, being for summer wear only. The summer is well in advance for you to have the pleasure of wearing, and the prices we are asking to make a quick and final clearance, we feel sure no woman of a saving disposition can afford to overlook. We call your attention to the fact that this event is of the utmost importance, inasmuch that it is not a mere clearing out of odd sizes and styles, but your selection from us will be pronounced by your friends as having the best and newest stock, and certainly at prices astonishingly small.

THE EARLY SHOPPERS WILL HAVE THE BEST ASORTMENT TO SELECT FROM.

Ladies' Lawn and Muslin Blouse Robes, with dainty embroidery trimming. Reg. \$1.30 for \$1.00, \$1.55 for \$1.24, \$1.85 for \$1.45, \$2.75 for \$2.20, \$3.75 for \$3.10, \$4.50 for \$3.65, \$5.00 for \$4.15.

Ladies' Pique Linen and Holland Costumes. Reg. \$6.25 for \$5.15, \$7.00 for \$5.85, \$8.50 for \$7.25, \$9 for \$7.50, \$12 for \$10.20

Ladies' White Pique and Linen Skirts. Reg. \$1.50 for \$1.20, \$1.75 for \$1.40, \$1.85 for \$1.50, \$2 for \$1.65, \$2.25 for \$1.80 Reg. \$2.75 for \$2.25, \$3 for \$2.45, \$3.75 for \$2.90, \$4.25 for \$3.45, \$5.25 for \$4.20

Ladies' Cream and White Lustre Coats. Reg. \$2.25 for \$1.85, \$2.50 for \$2.10, \$4.50 for \$3.55, \$6.00 for \$4.90.



Exceptional Values.

500 pairs of Women's Imitation Black Cashmere Hose, seamless heels and toes, assorted ribs. Special. **17c.**

640 pairs of Women's Black and Tan Cashmere, Lisle Thread, Lace Ankle and Silk Embroidered Hose, assorted ribs and plain. Reg. 45c. pair for **38c.**

320 pairs of Women's Tan and Black Cashmere, Lisle Thread, Lace Ankles and Silk Embroidered Hose, assorted ribs and plain. Reg. 55c. pair for **45c.**

300 pairs of Children's and Misses' Black Cashmere Hose, seamless heels and toes, stout knees.
 Sizes 000 to 3. Reg. to 25c. for 20 cents pair.
 Sizes 4 to 7. Reg. to 40c. for 30 cents pair

TURKISH TOWELS—600 White and Blay, Turkish Towels, being part of a special purchase.
 Size 16 x 36 inches. Reg. 12c each for **9c.**
 Size 18 x 33 inches. Reg. 25c. each for **20c.**
 Size 24 x 45 inches. Reg. 40c. each for **33c.**

WHITE QUILTS—790 American White Crochet, Honeycomb and Marcella Quilts, some fringed, some plain and others hemmed.
 Reg. \$1.00 each for 89c.
 \$1.25 for \$1.05
 \$1.50 for \$1.20
 \$2.00 for \$1.65
 \$2.50 for \$2.15

WHITE SHIRTING—2,000 yards of English White Shirting, 31 inches wide. Reg. 12c. yard for **9½c.**

HORROCKSES SHIRTING—900 yards of Horrockses fine quality White Shirting, absolutely pure. Reg. 17c. yard for **14c.**

COTTON BLANKETS—150 pairs of American White Cotton Blankets, 11-4 size, choice of Pink or Pale Blue Border. Reg. \$1.10 pair for **95c.**

APRON HOLLAND—500 yards of White and Blay Apron Holland, 32 inches wide. Reg. 11c. yard for **9c.**

SHEETS—A special line of good English Sheets, made from a fine pure cotton, perfectly free from dressing; nicely hemmed.
 Size 68 x 90 inches. Reg. \$1.65 pair for **\$1.35**
 Size 81 x 108 inches. Reg. \$3.50 pair for **\$3.10**
 Size 81 x 99 inches. Reg. \$4.50 pair for **\$3.90**

PILLOW CASES—Filled and hemstitched, made from a good wearing cotton.
 Size 20 x 30 inches. Reg. 30c. for **24c.**
 Size 20 x 30 inches. Reg. 35c. for **29c.**
 Size 20 x 30 inches. Reg. 50c. for **45c.**

BLEACHED SHEETING—2,000 yards of English White Twill Sheeting, some Heapey Bleach.
 80 inch. 70 inch. 80 inch. 90 inch.
 45c. yd. 50c. yd. 60c. yd. 75c. yd.
 for for for for
 40c. 42c. 52c. 65c.

LACE CURTAINS—370 pairs of White and Cream Nottingham Lace Curtains.
 Size 3 yards. Reg. \$1.20 pair for **95c.**
 Size 3 x 3½ yards. Reg. \$1.60 pair for **\$1.30**
 Size 3½ yards. Reg. \$2.20 pair for **\$1.75**
 Size 3½ yards. Reg. \$2.60 pair for **\$2.15**
 Size 3½ yards. Reg. \$3.20 pair for **\$2.55**

350 pairs of Women's Boots and Shoes, Balmoral and Blucher shape, patent and self tipped, also one, two and three straps. All sizes. Reg. \$1.90 pair for **\$1.65**

170 pairs of Women's fine quality American Boots and Shoes, in Vici Kid, Dongola Kid, Patent Leather and Chocolate Kid. Reg. \$3.00 pair for **\$2.65**

220 pairs of Children's English Patent Leather One-Strap Shoes, good strong wearing quality; sizes 2, 3, 4, 5 and 6. Reg. to 70c. pair for **27c.**

150 pairs of Men's American Boots and Shoes, including Box Calf, Vici Kid, Gun Metal Calf, Patent Leather and Tan Vici Kid. Reg. \$4.00 pair for **\$3.45**