

JUNE-JULY

Our Sales Are Always Successful, Because

WHITE SALE.

- There is variety offered to suit the taste and every purse.
- The Merchandise is of the desirable, and really economical kind in every case.
- The Regular prices were lower than most stores, because of our big, better buying from every corner of the globe, wherever merchandise can be bought to the best advantage.
- The Reductions on the already Low Prices are genuine—running from 10 to 40 per cent.
- Careful Attention to Our Offerings is Sure Economy.

A Leading English Whitewear Manufacturer Has Sold Us His Samples.

THE FINEST OF
UNDERMUSLINS
—AT—
BIG SAVINGS.

Ladies' Underskirts.

Ladies' English Cotton Underskirts, with 9 inch wide embroidery frill or flounce.
Reg. 90c. each for **70c.**

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. **\$1.00**
\$1.25 each for

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 each for **\$2.10**



OUR SALE OF LADIES', MISSES and INFANTS' UNDERWEAR.

It would be impossible to find better values, more complete and well selected assortments, a finer quality than we present in this White Sale.

Everything about the garments—fabrics, workmanship, trimmings—denotes excellence. Nothing has been overlooked; then, too, the very moderate prices prove most attractive to economically inclined women.

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

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 flounce with ribbon draw and bow; flounce of Valenciennes lace, 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 cembrie 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**

THE FINEST OF
UNDERMUSLINS
—AT—
BIG SAVINGS.

LADIES' NIGHTDRESSES.

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

Children's, Misses and Infants' Underwear.

MOTHERS should not think of having garments made for their little ones until after seeing the pretty styles in Children's wear and the extraordinary values this sale affords. Owing to their being so many styles and sizes we are unable to give a detailed description, but the reductions will equal

10 to 20 per cent.

They include Knickers, Robes, Bibs, Bodies, Singlets, Day Gowns, Day Flannels, Long and Short Slips, Infants' Shirts, Nightdresses, Feeders, Pinafores, Chemises and Overalls.

36,00 Yards of Swiss Embroideries,

Imported Direct from St. Gall, Switzerland, at a Saving of from 20 to 40 per cent.

This is one of the biggest plums of the sale. Some merchants would consider it late in the season to be buying jobs of embroidery, especially such an immense lot as this. But when we can get values such as this line represents, we have no hesitation in buying them at any time of the year.

The parcel consists—to be exact—of 36,064 YARDS OF FINE HAND LOOM EMBROIDERED SWISS MUSLIN and CAMBRIC EMBROIDERIES and INSERTIONS; all perfect goods; no faults of any kind; they are perfect in every thread and pattern. There are also matched sets, embroidery and insertions to match.

Insertions—1 to 10 inches 4c to 50c yard.
Embroideries—1 to 20 inches 4c to \$1 yard.
All-Over Embroidery—18 inches 25c to 70c yard.
Camisole Embroidery 35c to 90c yard.
Beadings 4c to 30c yard.

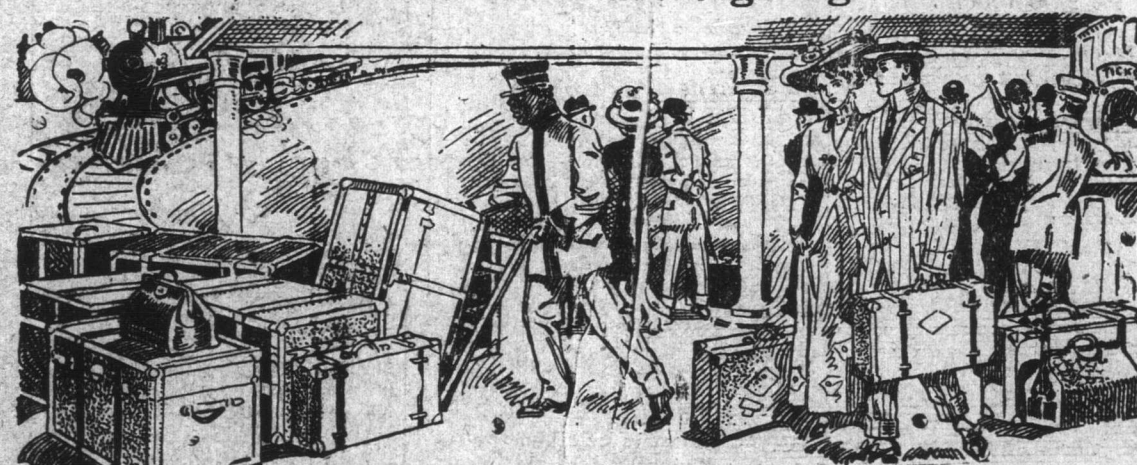
It will be well worth your while to buy plentifully of these Embroideries, even if you have to lay them away for a season, "they'll eat no bread;" and the saving is equal to double and treble the usual bank interest; indeed

20 to 40

per cent.
is a conservative estimate of the saving.



Trunks, Suit Cases and Travelling Rugs Reduced.



If you have a trunk, a suit case, or a travelling rug to purchase before you go on your vacation, or business trip, you'll save money by buying at our TRUNK DEPARTMENT. Doesn't make any difference if you are going across the ocean to Europe, by the express to Canada or the United States, to the seashore or a round trip on one of the Coastal boats. No matter what your needs are, we have them, and our prices, while always low, yet during this June-July Sale they are still lower. The values we offer will astonish you.

Canvas Covered Trunks, well made and finished in four sizes—30, 32, 34 and 36 inches. Reg. \$3.00 for \$2.25, \$4.10 for \$3.70, \$4.50 for \$4.05, \$4.90 for \$4.45.

Canvas Covered Trunks, well made and finished with leather straps and brass bands. Sizes 30, 32, 34 and 36 inches. Reg. \$5.50 for \$4.75, \$5.75 for \$5.20, \$6.20 for \$5.55, \$6.60 for \$6.00.

Ladies' Saratoga Trunks, fancy metal covered and well bound. Sizes 28, 30, 32 and 34 inches. Reg. \$3.40 for \$3.10, \$3.80 for \$3.40, \$4.30 for \$3.95, \$4.70 for \$4.20.

Imitation Leather Suit Cases, sizes 22 and 24 inches. Reg. \$2.00 for \$1.75, \$2.20 for \$1.95, \$2.55 for \$2.30, \$2.80 for \$2.45.

Travelling or Hand Bags. Reg. \$1.00 for 88c, \$1.30 for \$1.15, \$2.60 for \$2.30, \$3.00 for \$2.65, \$3.40 for \$3.05, \$3.80 for \$3.45, \$4.20 for \$3.85, \$4.60 for \$4.25, \$5.00 for \$4.65, \$5.40 for \$5.05, \$5.80 for \$5.45, \$6.20 for \$5.85, \$6.60 for \$6.25, \$7.00 for \$6.65, \$7.40 for \$7.05, \$7.80 for \$7.55.

Travelling Rugs, in neat plaids, fancy checks, reversible, assorted mixtures. Reg. \$1.60 for \$1.35, \$1.80 for \$1.45, \$2.20 for \$1.75, \$2.75 for \$2.20, \$3.00 for \$2.55, \$3.50 for \$2.85, \$4.00 for \$3.20, \$4.75 for \$3.85.

Great Clearance Sale of Our NOTED WASH SUITS, Etc.

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 assortment to select from.

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

Ladies' White Pique and Linen Skirts.
Reg. \$1.50 \$1.75 \$1.85 \$2.00 \$2.25
for for for for for
\$1.20 \$1.40 \$1.50 \$1.65 \$1.80

Ladies' Pique, Linen and Holland Costumes.
Reg. \$6.35 \$7.00 \$8.50 \$9.00 \$12.00
for for for for for
\$5.15 \$5.85 \$7.25 \$7.50 \$10.20

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

FLOORCLOTH AND LINOLEUM SPECIALS.

400 yards of Floor Canvas, 2 yards wide. Regular 65c. yard for **49c**
300 yards of "Record" Cork Linoleum, 2 yards wide, neat patterns. Regular \$1.00 yard for **85c**

470 yards of Best Scotch Inlaid Linoleum, 2 yards wide. Regular \$2.20 yard for **\$1.98**
6 doz. of Linoleum Door Mats, size 20 x 36 inches. Regular 40c. each for **33c**

