

Never before in the History of local retailing has the public responded to a Sale as they have to our

WHITE SALE

And we assure you that it is most gratifying to us to see the confidence that all thrifty women have in our big merchandise institution--and we thank you. We now enter on a new week with new items, new attractions & new values.



CURTAINS

in White Scrim White Lace

Every pair here is a marked special value, as we had a large stock of the better grade, and move them must at the following lowered prices.

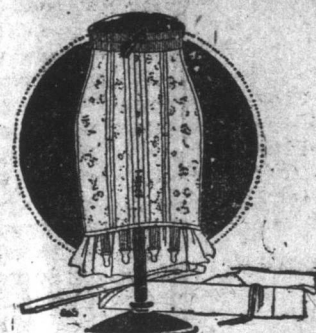
- Reg. \$3.50. White Sale Price . . . \$2.95
- Reg. \$4.90. White Sale Price . . . \$4.40
- Reg. \$6.00. White Sale Price . . . \$4.50
- Reg. \$6.50. White Sale Price . . . \$5.55
- Reg. \$9.00. White Sale Price . . . \$7.95

Every pair of Curtains in the house comes under the hammer for our White Sale and customers are assured of sound values in every instance. Note these values.

- Reg. \$1.70. White Sale Price . . . \$1.29
- Reg. \$2.40. White Sale Price . . . \$1.59
- Reg. \$2.70. White Sale Price . . . \$1.79
- Reg. \$3.30. White Sale Price . . . \$2.19
- Reg. \$4.50. White Sale Price . . . \$3.19
- Reg. \$6.00. White Sale Price . . . \$5.19

CORSETS, TOO

enter into this very IMPORTANT SALE



PLAIN PILLOW CASES—Generous stocks of these go on sale right away; all full size and particularly strong quality; sensible and serviceable.

- Reg. 60c. each. White Sale Price . . . 53c.
- Reg. 80c. each. White Sale Price . . . 69c.

FRILLED AND EMBROIDERED PILLOW CASES—New importations for this event and we are proud of their values. We selected the following two lines for leaders; some neat hemstitched ones here too.

- Reg. 90c. ea. White Sale Price . . . 75c.
- Reg. \$1.25 ea. White Sale Price . . . \$1.05

Pillow Cases, Bolster Cases, Shams, etc.

Values Worth Coming Miles for

PILLOW SHAMS—Special White Sale reprints produce enormously good values here; some of these Shams are frilled and embroidered, others hemstitched and embroidered; below three special lots.

- Reg. \$1.00. White Sale Price . . . 87c.
- Reg. \$1.40. White Sale Price . . . \$1.10
- Reg. \$2.00. White Sale Price . . . \$1.65

BOLSTER CASES—Two clear-away lines of White Linen Bolster Cases that you should purchase from; they are a bit smaller than we ordered, hence their shattering prices.

- Reg. 75c. ea. White Sale Price . . . 49c.
- Reg. \$1.00 ea. White Sale Price . . . 79c.



Quoting Important Savings on Sheetings

Plain English Sheetings, ranging from 74 inch to 90 inch, according to price; in every case a saving to housekeepers.

- Reg. \$1.50. White Sale Price . . . \$1.05
- Reg. \$1.50. White Sale Price . . . \$1.35
- Reg. \$2.00. White Sale Price . . . \$1.75
- Reg. \$2.20. White Sale Price . . . \$1.95

TWILLED WHITE SHEETINGS—80 to 90 inch Twilled Sheetings of proven worthiness; the savings are worthy of your consideration.

- Reg. \$1.40. White Sale Price . . . \$1.29
- Reg. \$1.50. White Sale Price . . . \$1.35
- Reg. \$1.75. White Sale Price . . . \$1.59
- Reg. \$1.90. White Sale Price . . . \$1.75

Shirtings

English and American Shirtings side by side, each proclaiming its superior quality.

- Reg. 17c. yard. White Sale Price . . . 15c.
- Reg. 23c. yard. White Sale Price . . . 20c.
- Reg. 25c. yard. White Sale Price . . . 22c.
- Reg. 30c. yard. White Sale Price . . . 27c.

Unbleached Sheetings

English Sheetings of renowned quality specially priced for our White Sale.

- Reg. 70c. White Sale Price . . . 64c.
- Reg. 90c. White Sale Price . . . 78c.
- Reg. \$1.00. White Sale Price . . . 89c.

Note these Values

Well-regarded models from the best makers, and at the special prices quoted, should appeal to maid and matron alike. The past week our Corsets found ready sale, to-day we announce new arrivals for your inspection.

- Reg. 85c. White Sale Price . . . 74c.
- Reg. \$1.10. White Sale Price . . . 95c.
- Reg. \$1.50. White Sale Price . . . \$1.29
- Reg. \$1.80. White Sale Price . . . \$1.49
- Reg. \$2.30. White Sale Price . . . \$2.14
- Reg. \$2.50. White Sale Price . . . \$2.24
- Reg. \$3.00. White Sale Price . . . \$2.59
- Reg. \$3.30. White Sale Price . . . \$2.75
- Reg. \$3.50. White Sale Price . . . \$2.98
- Reg. \$3.70. White Sale Price . . . \$3.15
- Reg. \$4.00. White Sale Price . . . \$3.59
- Reg. \$4.25. White Sale Price . . . \$3.59
- Reg. \$4.50. White Sale Price . . . \$3.59
- Reg. \$5.00. White Sale Price . . . \$4.37
- Reg. \$5.75. White Sale Price . . . \$4.95
- Reg. \$6.25. White Sale Price . . . \$5.49
- Reg. \$7.00. White Sale Price . . . \$6.74

White Flannelettes

We have sought out our best values and present them here.

- Reg. 22c. yard. White Sale Price . . . 20c.
- Reg. 25c. yard. White Sale Price . . . 23c.
- Reg. 28c. yard. White Sale Price . . . 25c.
- Reg. 30c. yard. White Sale Price . . . 28c.

New Curtain Laces

Our stock of these is all ready for first showing to-day. New patterns, new values, in assorted widths.

- Reg. 50c. White Sale Price . . . 45c.
- Reg. 55c. White Sale Price . . . 50c.
- Reg. 65c. White Sale Price . . . 57c.
- Reg. 75c. White Sale Price . . . 65c.

"Antler" Suitings

A very special material, very strong, and serviceable for Summer Suitings, Skirts, Middies and such like; 36 inches wide. You'll like it.

Special White Sale Price, yard . . .

33c

THOUSANDS OF YARDS



of beautiful WASH FABRICS await you now

WASH POPLINS.

Renowned for wear and good appearance; splendidly suited for Summer tops for grown-ups and girls of every age; factory ends in any wanted length; 36 inches wide. White Sale Price per yard . . . 38c.

SPOT MUSLINS.

Assorted Spot Muslins, suitable for every purpose; the quality is particularly good. White Sale Price per yard . . . 59c.

FLAXONS.

Pretty Dress Flaxons, all the newest Stripes and Checks are assembled here; we secured every yard possible; the value being excellent. White Sale Price . . . 32c.

WHITE CANVAS CLOTH.

Looks good for serviceable wear, washes splendidly, very suitable for costumes, skirts, waists; 36 inches wide. White Sale Price . . . 35c.

GABARDINES & TRICOTINES.

36 inches wide, all new goods and bought especially for this White Sale. Values up to \$1.50 yard. White Sale Price . . . 79c.

WHITE VOILES.

A huge lot of long remnant pieces, right from the factory; we bought the entire lot at a special price; 26 inches wide; any length you like. White Sale Price . . . 28c.

FANCY LUSTRES.

All spot Cream Lustres, a few pieces of which go on Sale at Half Price; exquisite material for dresses, waists and girls' togery. Reg. \$2.00 yard. White Sale Price . . . 98c.

WHITE CREPE CLOTHS.

400 yards, bought specially for our White Sale; 36 inches wide, makes up splendidly for Summer underwear or waists, etc. Special White Sale Price per yard . . . 35c.

Tucked Lawns, Madapollams and Long Cloths, etc.

TUCKED LAWN.

Finest quality sheer surface English Tucked Lawns, showing fine tucked, assorted makes. Reg. 90c. yard. White Sale Price 89c. Reg. 90c. yard. White Sale Price 89c.

MADAPOLLAMS.

36 inch English Madapollams; we have reduced to just Half Price an interesting price. Reg. 70c. yard. White Sale Price . . . 35c.

NURSE "EVELYN" APRON CLOTHS.

An especially good pure White Apron Cloth, Rayon, sheer surface, very strong; 44 inches wide. White Sale Price . . . 68c.

WHITE CHEESE CLOTHS.

These White Cheese Cloths, 36 inches wide, Two special prices for our White Sale. 12 and 16c.

ENGLISH LONG CLOTHS.

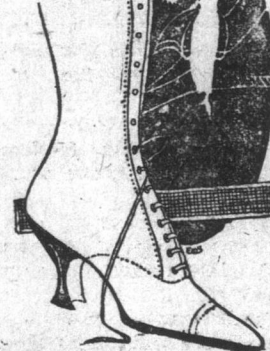
Superior Chamois finish English Long Cloths, 36 inches wide; if you are looking for a real fine cloth it's here. White Sale Price . . . 32c.

SCOTCH WINCEY.

Very superior quality, 33 inches wide, waists and washes beautifully. You could not wish a better material for underwear, nightgowns and such like. Regular \$1.00 yard. White Sale Price . . . 78c.

FULL OF HOPE FOR A PLEASANT SEASON AHEAD

We have bought generously of the gayest White FOOTWEAR Styles



LADIES' WHITE HOSE.

Strong White Cotton Hose, plain seamless finish; sizes 9 and 10 in. White Sale Price 23c.

WHITE LISLE HOSE.

Charming White Lisle Hosiery, with double sole and heel; a popular Summer Hose. Reg. 75c. value. White Sale Price . . . 55c.

WHITE POPLIN PUMPS.

Classy Pumps, showing bow front, spool heel and pointed toe. Regular \$3.50 pair. White Sale Price . . . \$2.49

CHILDREN'S WHITE HOSE.

Assorted sizes in Lisle and Cotton Hosiery for your girls; fine ribbed or plain finish; values to 80c pair. White Sale Price . . . 49c.

WHITE POPLIN OXFORDS.

Neat-fitting, 4 eyelet lacing Oxfords, showing Cuban heel and semi-pointed toe. Regular \$4.50. White Sale Price . . . \$2.95

LADIES' WHITE BOOTS.

Perfect style in strong White Canvas Boots, laced or buttoned, low heel, medium toe. Reg. \$3.50. White Sale Price . . . \$2.49

WHITE STRAP SHOES.

Single-strap White Canvas Street Shoes, Cuban heel, pointed toe, very neat looking. Reg. \$3.00. White Sale Price . . . \$2.17

LADIES' WHITE KID BOOTS.

3 inch height, perforated sides, pointed toe, spool heel, Goodyear welt, laced style. Regular \$5.00. White Sale Price . . . \$3.49

EXTRAORDINARY VALUES

In Bedroom Equipment, Quilts, Sheets, etc.

WHITE MARCELLA QUILTS

Right here you will find some of the choicest of this Sale's values, as we have made tremendous price cuts right through our stock of White Quilts; light weight and the heavier makes are well represented.

- Reg. \$2.30. White Sale Price . . . \$1.50
- Reg. \$2.50. White Sale Price . . . \$1.80
- Reg. \$3.00. White Sale Price . . . \$2.20
- Reg. \$3.80. White Sale Price . . . \$2.60
- Reg. \$6.00. White Sale Price . . . \$3.95
- Reg. \$8.00. White Sale Price . . . \$5.45

BED SHEETS

A select assortment of high grade Bed Sheets, some in plain English Sheetings; others heavy twill and 28 pairs of finer American hemstitched Sheets. Every pair offers you an unusual value.

- Reg. \$8.50 pair. White Sale Price . . . \$6.50
- Reg. \$7.90 pair. White Sale Price . . . \$6.75
- Reg. 10.50 pair. White Sale Price . . . \$7.50
- Reg. \$9.00 pair. White Sale Price . . . \$7.70



Gorgeous MIDDY WAISTS

Ladies, Misses and Children's

Some beauties in White Jean showing White Collar and Cuffs; others with fast color collar and cuffs; belts.

NOTE THE VALUES:

- Reg. \$3.00. White Sale Price . . . \$1.98
- Reg. \$3.50. White Sale Price . . . \$2.39
- Reg. \$4.25. White Sale Price . . . \$2.69
- Reg. \$5.50. White Sale Price . . . \$2.98
- Reg. \$6.50. White Sale Price . . . \$4.59

Pure White Table DAMASKS

We can offer to-day splendid quality pure White 53 inch Table Damasks in assorted check and dice patterns. It's a long time since you have had such value in Damasks.

The yard, 79c.

How can we fittingly express the Elegance and describe the immense variety of our NEW WAISTS

Come and see for yourself what's new and what is going to be worn the coming season in Waists. Your choice is directed to our showing in White Voile, Lawn, Muslin, Brilliant and Linen Waists; deft fingers fashioned them, after Dame Fashion's approval. Need we say more about their trimming perfection. The following reductions are for Our White Sale only:

- Reg. \$2.50. White Sale Price . . . \$1.98
- Reg. \$3.00. White Sale Price . . . \$2.48
- Reg. \$3.50. White Sale Price . . . \$2.69
- Reg. \$4.80. White Sale Price . . . \$2.98
- Reg. \$5.50. White Sale Price . . . \$3.49
- Reg. \$6.00. White Sale Price . . . \$3.98
- Reg. \$7.00. White Sale Price . . . \$4.49
- Reg. \$9.00. White Sale Price . . . \$4.98
- Reg. 13.00. White Sale Price . . . \$6.98

and many other prices in between.

The BEST VALUES that

money can buy in WHITE GLOVES

All sizes in Ladies' Washable White "Suedetex" Gloves; great wearers and in demand for 39c.

spring wear. White Sale Price . . . \$2.69

LADIES' FABRIC GLOVES.

Superior White Lisle and Suede Spring Gloves, broken lines. Regular values to \$1.60. White Sale Price . . . 98c.

LADIES' WHITE KID GLOVES.

Fine quality White Kid Gloves; sizes 6 to 7; 2 pearl dome fastened wrist; \$2.50 value. White Sale Price . . . \$2.18

White Sale Price . . . \$2.18

"INDIAN HEAD" LINEN TABLE DAMASKS

Pure White English and American Table Damasks. These are all new arrivals and consequently bring you the very best to be found.

- Reg. \$1.20 yard for . . . \$1.05
- Reg. \$1.80 yard for . . . \$1.05
- Reg. \$1.70 yard for . . . \$1.48