

An Interesting 20 Days' Sale!

FOR SHARP SHOPPERS

Commencing Saturday, July 3rd, at 8.30 a. m.

Most of you know that we usually hold a semi-annual sale in August. This year we purpose giving you this great buying opportunity four weeks earlier. Having taken a preliminary census of the store's stocks, in every department we find a surplus that must be sold, we would rather see these goods out of the way at a fair loss than carry them over. The quality of our stocks is so well known that we do not need to emphasize this fact here. When we say "Special Sale," the wise shopper will come.

You get an inkling of the sale prices from the following items:

Our way of selling dry goods

is not to let them linger too long. If a loss must be taken there is no hesitation in cutting down prices like this:

- 6c will buy any of our 10c Prints.
- 10c will buy any of our 17c, 14c and 12½c Prints, Dimities, Grass Linens, or Cotton Crepons.
- 12½c will buy any new colored Spot Muslins or Canvas Muslin.
- 10c yd for our fine Oxford Shirting, regular 15c goods
- 12½c Feather Ticking 9½c.
- 36 inch Feather Ticking 30c, now 21c.
- 8c Plaid Gingham now 4 1-2c.
- 12 1-2c Cotton Plaid Dress Goods 9 1-2c.
- Best Canadian Check Shirting sold at 10c, now 7 1-2c.
- Our 12 1-2c Shirting usually sold elsewhere at 14c, here 11 1-2c.
- 15c Japanese Draperies now 11c.
- 300 yards Salisbury Suitings, regular 10c goods, now 7½c.
- Choice Patterns of 12 1-2c Cretonnes 10c.
- Regular 10c Cretonnes for 8c.
- 36 inch American Draperies 18c.
- 2 pieces 18c Art Muslins 12 1-2c
- 2 pieces 25c Art Muslins, 40 inch, 15c.
- 12 1-2c extra heavy Brown Holland 9c
- Striped Turkish Towelling 7 1 2c.
- 2 yards wide blea. twill Sheeting, regular 25c, now 19c.
- 2 " " unbleached Sheeting reduced to 12c.
- 2 1-4 yards wide Sheeting, 20c goods, now 15c.

At this sale

or any other time we won't sell you jute for flax, or cotton for wool. Clean, honest stuff at lowest prices, is what you are looking for and what we offer.

- 28 inch Glass Towelling 15c, now 11c.
- 23 " " " 12 1-2c, now 9 1-2c.
- 18 " extra heavy Towelling 7c, now 4½c.
- 11-4 White Quilts, \$1.00 goods, now 85c.
- 20 x 35 pure Linen Huck Towels, good sellers at 12 1-2c, now 10c.
- 20 x 40 all linen Huck Towels, 15c line, now 12 1-2c.
- 22 x 43 extra fine thread, Pure Linen, 18c quality, for 14c.

Irish Damask Table Linens

of undoubted value at original prices.

- 54 inch unbleached Damask, made specially to retail at 30c, our price 23c.
- 60 inch unbleached Damask, 35c quality, reduced to 28c.
- 60 inch unbleached Damask Linen, 50c quality, for 42c.
- 60 inch fine Bleached Linen 60c, for 48c.
- 68 inch extra fine quality, grass bleached, \$1.13 goods, reduced to 89c.
- 72 inch, very superior finish, made to sell at \$1.38 to \$1.40, our price \$1.13.

Table Napkins

- 47c will buy 1 dozen best 60c all linen Napkins.
- 80c will buy 1 dozen fine, pure Linen Napkins worth \$1.00.
- \$1.13 will buy 1 dozen largest size dinner Napkins worth \$1.50.
- Slightly damaged Linen Table Cloths, Bleached Damask, 2 1-2 yds. long, price only 75c.

If you know bargains

when you see them the lots won't go around.

- Choice assortment of Flowers to clear at 15c each.
- Selection of better qualities 30c.
- Ladies' fine Sailor Hats 25c.
- Dozens of Straw Hats 25c.
- Trimmed Millinery less than half price.
- \$5.00 Colored Shoulder Capes \$1.98.
- \$1.25 to \$1.50 Summer Parasols at 50c.
- Special lot of Laces, original prices from 40c to 75c, now 10c yd.
- 40 inch Net Lace \$1.25, now 20c.
- All sizes Black Hose 5c pair.
- Ladies' Shopping Bags 19c.
- 25c Veilings, Brown, Navy and White, 15c yd.
- \$1.25 Laced Kid Gloves, Tans, 98c.
- 38c Colored Taffeta Gloves 19c.

Dress Goods and Silk Specials

- 45c all wool Navy Serge 29c.
- 15 pieces double fold Dress Goods 15c.
- 75c White Sicilian at 39c.
- 85c Black Crepon now 47c.
- 75c Black Sicilian, 48 inch, 49c.
- 75c figured Black Lustres 49c.
- \$1.25 Tartan Dress Goods 75c.
- 65c all-wool Check Goods 32c.
- 32c Nun's Veiling, blue or pink, 25c.
- 75c Tweeds, 34 inch, now 47c.
- 88c Covert Cycle Suitings 55c.
- 6 pieces light, fancy Dress Goods 19c.
- Over 200 yards Dress and Blouse Silks reduced to 25c yd.
- \$1.50 Peau de Soie black Silk, now \$1.10.
- \$1.50 Black Merv Satin now \$1.19.
- \$2.50 Faille Mantle Silk \$1.50.
- \$1.25 Black Silk Moire, now 82c.
- \$1.25 figured Blouse Silks now 75c.
- \$2.00 Broche Silks, black grounds, 9cc.

— Carpet Dept. 2nd Floor —

These items show that we haven't stopped yet:

27 x 54 Axminster Rugs, \$1.10 line, now 85c. 36 in. Union Carpets 21c, Best 58c Union Carpets 47c, 2 ply all-wool Carpets 63c; 3 ply, very best \$1.25 all-wool at 85c; Brussels Carpet at 35c, 20c Hemp Carpet 14c; Window Shades, mounted, complete, 39c; Curtain Poles complete, 22c; Floor Oilcloth, 2 yds. wide, 20c square yard.

Saturday, July 3rd is the First Day of this Great Sale.

The above items have been selected from the different departments and you will find the goods just exactly as represented. You can buy freely from the lots quoted above, and with the full assurance that they are all honest Bargains in every sense of the word. Bring this list with you and compare the goods and prices with our advertisement. Those that come early will capture the cream of the lot.

No goods on approval Terms as usual, strictly cash. Premium Cards will not be punched for sale goods.

GEO. H. WHITE,

THAMES ST.

INGERSOLL.