






REV. T. I. MAMSELI

or Loveliss and Crompton Feature, Much Copied and Never Imitated)
Thousands of Snowy, Fresh Undermuslins come this year into the WHITE SALE, for so it has grown ! And besides, there are thousands and thousands of other things-Shirtwaists, Wrappers, Sacques, Silk Petticoats, Linens,
Silks, White Goods, Embroideries, Handkerchiefs and Children's Things. The new Undermusiins and the Waists and exquisite new Paris Lingerie cover all the selling place in the Queen Street Annex, and. overflow into the Main Store where an outpost lias been arranged.

Extra salespeople are ready to give quick and courteous service
Every year the Store insists that the White Sale shall reach a higher standard. Materials of the
whitest and freshest; buttons of the tirst quality; stitches so many to the inch; inside finish perfect. Meetwhitest and freshest; buttons of the tirst quality; stitches so many to the inch; inside finish perfect. Meet-
ing these requirements is a matter of course. But above and beyond these are the styles and the new ideas

This 1914 Sale is full of the exquisitely refined and simple garments, which appeal to women of the best This 1914 Sale is full of the exquisitely refined and simple garments, which appeal to women of the bes
there are garments of strong musion, of sheer hainsook and cambric; there are crinkly crepe garments and flat trimmings, and extra aizes. Prices average frem a fouth 10 a third less 1 tan at othert times of the year.

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|  | White petitoast, flomene of deep emberoideriz |  |
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Thousands of
Yards of
FINE


## EMBROIDERIES

in the Sale
of White
Prices in
Many Cases
Less Than
Half
See Window Display
[



Fine White Materials


Butterick Patterns


Our Order Depts. for Making Suits and Coats Dresses of All Are in Full Are in Full
Readiness to Readiness to Execute Your
Every Wish
E. B. CROMPTON \& CO.

Dinner Lunch Served Daily

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12 \text { to } 2
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Tea Room Second Floor




- Waist Dept, Right Main Aisl.
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theatec in Western Ontarit
$5-$ Big Acts -5
Wray's Manikins
Feauruc Noverly The La Noles Morgan and West Sawyer and Tanner Simonson and Wagner ${ }_{\text {of sceccecel Photo }}^{5}$ Plays Don't Miss
Special Matine




## COLONAL THEATRE




## THE EMPIRE <br>  <br> 

Winter
Picture Sale
Pickels' Book Stores 2 Colborne st.
Phone 1878 $\begin{gathered}72 \text { Market } \\ \text { Phone } \\ \text { Pos }\end{gathered}$

## Royal Cafe




That Son-In-Law of Pa's---By Wellington



J. T. Burrows
CARTER and TEAMSTEP CARTER and TEAMSTER 226 -236 West Street


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T. H. \& B Railway

## DAILY MAGAZINE PAGE FOR EVERYBODY




