



# The great sale of whitewear, Linens, etc commences Friday

For a good many years past this white goods sale of ours has been the midwinter bargain event that every one looks forward to. And there's a reason. It is not a hurried, careless hodge-podge of carelessly chosen stuff—but the result of long and careful selection—good stocks in every line advertised—and especially bought for this event. Now another matter—this year we are setting an even faster pace than ever—practically every yard of goods—and every garment offered in this sale comes direct from the mills. That means that we have saved for you the wholesale dealer's profit—this store has always stood for the lowest prices in the city—and for the best goods at the price—this latest move puts us in better position than ever to please you. And every mill that has sent us anything is one of the best in its line—there are no sweat shop goods offered you here.

**Plenty of room, no crowding.**

## Notable offers in Table Linens

Months ago, in preparing for this sale we searched for the best table linens that our money, and yours could buy. And we think we found it, at any rate we discovered a mill that pleased us better than any other had ever done. And please note that all these lines come direct from the makers; that means a twenty per cent saving for you at the start, as well as our special offering.

### Bleached Damasks.

A pretty little pattern of damask, with vine and dot motif, about 56 inches wide, a very special value at . . . . .40c

A rather attractive conventional scroll design has a shamrock prettily worked into it, is 66 inches wide and at our special price will cost you only . . . . .50c

Carnations form the pretty design in this next linen which comes 72 inches wide, a very choice line for . . . . .70c

72 inch Grass bleached Irish Linen in pansy pattern, closely woven, and durable, a good value at . . . . .90c

Napkins to match this Linen regular 3.00 value, selling for . . . . .2.60

The Rose forms always a very handsome design for Linen, and we have a very attractive idea, carrying out a pattern of this sort, regular 1.25 value, on sale at . . . . .1.00

Napkins to match it is handsome linen regular 3.35, special at, per doz. . . . .2.95

A very nice combination is that of Tulip and Shamrock, in a very pretty design, regular 1.40, our special price . . . . .1.20

Napkins to match this design, in our regular 3.75, our special . . . . .3.35

A lovely linen, almost like satin in its smoothness, Lily border with plain centre, very special value at . . . . .1.58

Two sizes of Napkins to match, five eight size is, special 3.50 three quarter size special . . . . .4.50

These are but few of the many patterns we have to show—and only described to give you an idea of the great range.

### Unbleached Linens

Good sturdy dependable fabrics—some of them very handsome indeed, and all of them requiring but a few washings and a few times out doors before they become as white as snow.

46 inch Dice pattern Unbleached Linens, special at . . . . .20c

56 inch Dice patterns similar in quality to last . . . . .20c

54 inch Unbleached Damask, Tulip design . . . . .26c

52 inch Unbleached Damask, Floral Design, nice quality . . . . .32c

58 inch Unbleached Damask floral design, our regular close price on this line is 39c, special for this sale . . . . .34c

A heavy dice pattern, wonderful wearer, good weight and 52 inches wide special at . . . . .48c

A very fine and heavy linen in Arabesque design, 62 inches wide, regular 56 cent line, special for this sale . . . . .50c

67 inch Unbleached Damask, very fine and heavy, fern pattern, special white goods sale price . . . . .59c

70 inch Unbleached Damask, very fine grade of goods, very handsome floral design, fine smooth and close regular 78 cent goods, special at . . . . .62c

71 inch Damask almost as fine as satin, special at . . . . .86c

See afternoon papers for snaps in sheetings and towellings.

## Dainty Skirts

No. 686  
A nice skirt of fine white cotton, eighteen inch flounce having clusters of tucks, and deep embroidery also has dust frill, a garment of regular \$2.30 value.  
"White Fair" Price . . . . . \$1.95

No. P. 653  
Something similar in style, made of heavy white cotton, has deep flounce trimmed with tucks and open embroidery also has dust frill.  
"White Fair" Price . . . . . \$1.30

No. 708  
Another one of fine cambric, has deep flounce trimmed with clusters of hemstitched tucks and embroidery insertion, and frill of embroidery to match has dust frill of lawn.  
"White Fair" Price . . . . . \$2.50

No. P. 707  
A very dainty skirt of fine white cambric having a deep flounce of fine lawn, and three rows of wide val insertion, and finished with val lace to match.  
"White Fair" Price . . . . . \$2.50

No. P. 123  
Something of special value of fine cambric, with extra deep flounce 22 inches in depth, with two rows of wide embroidery insertion, and three rows of val insertion and finished with lace to match.  
"White Fair" Price . . . . . \$3.25



## Pretty Nightgowns

No. 470  
A nice white cotton gown with open front, has V shaped yoke in front made of rows of embd insertion and clusters of tucks. Neck and sleeves trimmed with embroidery.  
Price . . . . . 98c

No. 476  
Another one of extra fine cotton open front, with round yoke made of embroidery insertion. Neck and sleeves edged with embroidery.  
Good Value . . . . . \$1.25

No. 536  
Something especially nice in Nainsook slip over style, V shaped yoke of fine torchon insertion finished in front with a large Madallion, has three quarter sleeve finished with torchon lace.  
Extra Value . . . . . \$1.75

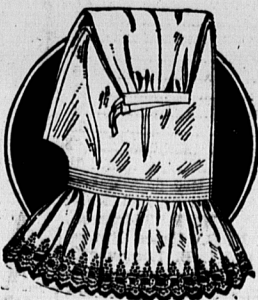
No. 317  
A dainty gown of fine nainsook open front has round yoke formed of rows of fine val and muslin embroidery insertion, neck finished with wide beading and ribbon, three quarter sleeve edged with insertion and deep embd. \$2.35  
"White Fair" Price . . . . . \$2.00

No. 322  
Another one of extra fine Nainsook, slip over style, has square yoke of fine shadow embd. and insertion full sleeve edged with embd. and beading to match. Regular 2.60.  
"White Fair" Price . . . . . \$2.25

## Corset Covers and Drawers

### Ladies' Drawers.

No. P. 403  
A nice quality of cotton, made plain with clusters of tucks, and a deep hemstitched hem has frill six inches deep. Extra good value 42c  
"White Fair" Price . . . . . 35c



No. 557  
Something nice in cambric has tucked flounce edged with embroidery. Valued at 60c  
"White Fair" Price . . . . . 56c

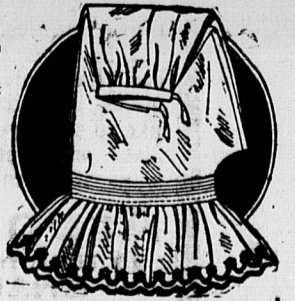
No. 653  
Something extra nice in fine White cotton, has six inch flounce trimmed with torchon insertion and edged with lace to match.  
Price . . . . . 75c

No. 661  
Another pair of good quality cambric has deep cluster fine tucks and hemstitched hem. Finished with a deep frill of open embroidery  
Extra value . . . . . 92c

No. 672  
A very fine white cotton with extra deep flounce trimmed with hemstitched tucks and embroidery insertion edged with another frill of embd to match.  
Good value . . . . . \$1.25

### Ladies' Corset Covers

No. P. 4  
A very pretty corset cover of fine white cambric, trimmed with vertical rows of torchon insertion and lace to match.  
"White Fair" Price . . . . . 73c



No. 6  
Another of fine cambric, with two rows of torchon insertion and a cluster of horizontal tucks, edged with torchon lace, regular 39c value.  
"White Fair" Price . . . . . 32c

No. P. 37  
A very fine white cambric, with three rows of fine torchon insertion forming a yoke, and trimmed with lace to match  
"White Fair" Price . . . . . 49c

No. P. 66  
A very dainty effect of all over embroidery, shoulder straps of embroidery insertion, and edged with val lace.  
"White Fair" Price . . . . . 75c

No. P.  
Something especially nice, of very fine cambric, with yoke of fine embroidery, and trimmed with val lace and baby ribbon, having a cluster of tucks down centre of back.  
"White Fair" Price . . . . . 85c



## Hemming Free

All sheetings and pillow cottons bought at sale Hemmed Free.

# Moore & McLeod

## Mail Orders

Order with perfect confidence. If you're not satisfied money refunded without a word.