

Our Greatest White Goods Sale Opens at Nine O'clock This Morning--Come

THRIFT NEWS—ECONOMY NEWS! Every table full of snowy whitewear—every counter loaded with linen bargains speaks of saving—every price is deeply cut—and every line of goods offered is freshly new.

The range shown is larger—better balanced—more comprehensive than at any time in the past. There is a finer range of whitewear—there is more to choose from and the values are better. The lines specially advertised in whitewear were made up specially for this sale. The biggest whitewear factory in the country—in consideration of getting this order with a number of others of the same sort—very early—and so keeping their machines and workers busy during the dull season—gave us some wonderful values—cutting costs to the bone. Our buyers have gathered wonderful values in linens—and now the whole great range awaits your coming this morning.

Splendid White Goods Sale Specials in Choice Irish Linen Table Damasks

Showing of linens is particularly strong this season. We have been getting ready for this sale for many months—and during the last few weeks the fruit of our buying has been coming across the Atlantic from the makers. All great value—some of values so good that we think best merely to suggest them.

Bleached Damask 56 in. wide showing dot and scroll with border of carnations regular 45c **White Sale Price 38c**

Linen Damask in pattern of dots with wide Greek border regular value 60c **White Sale Price 48c**

A very handsome design, interlooped ring and ivy leaf, 66in. wide, the border is an enlargement of the main design, regular value 75c. **White Sale Price 85c.**

A very fine Irish linen 70in. wide shows a rich and chaste design of full-blown poppy, regular value 1.10 **White Sale Price 85c**

Another linen of satin-like texture shows a handsome shamrock design. This cloth is 72in. wide, regular value 1.10 **White Sale Price 85c**

For a very wide table we offer a very beautiful fine closely woven linen 90in. wide. The design is a quiet one in oak leaves and the very special **White Sale Price is 2.45**

UNBLEACHED LINENS
A very pretty design 44in. wide, special **White Sale Price 19c**

54in unbleached design of shamrock, a very fair quality and excellent value at our **White Sale Price 28c**

Another unbleached linen 56 in. wide shows an attractive geometrical pattern. This is a fine close fabric special **White Sale Price 48c**

A pure linen loom damask in dice pattern is the most durable linen shown in this great sale, is 56in. in all white and the suggestive price is **58c**

NATIONAL DESIGNS

60c

We offer a very choice unbleached linen of fine close texture and finish is calculated to bleach white in a very short time. This comes in a harp and shamrock design design crown and rose, and thistle rampant for all loyal sons of Scotland the **White Sale Price of each 60c**

NAPKINS.

A very pretty strong assortment is shown in this line. All of our better white damask can be matched in napkins of the same design. We start our special **White Sale Price 60c**

Very handsome 3-4 napkins in poppy, bachelor's buttons, thistle, ivy, and shamrock at 3.50 4.50 4.95 5.25 etc.

Moore &

Ten Wonderful Whitewear

In ordering by mail please mention the number.

No. 1 Nightgowns 75c for 49c

No. 1. Night Gown neatly made of good grade of muslin, has short sleeves. Is finished at neck and sleeves with fine torchon lace, regular price 75c **Special White Sale Price 49c**

No. 2 Nightgowns 1.00 for 79c

No. 2. Night Gown. A very fetching garment of good Lawnsdale, has short sleeves finished with muslin frill and torchon lace. The high round yoke is edged with torchon lace and in sertion, and caught with white or colored baby ribbon. regular value \$1.00, **White Sale Price 79c**

No. 3 Nightgowns 1.35 for 98c

No. 3. Night Gown. This is one of the handsomest garments shown in the sale, made of a fine soft Lawnsdale in slip over style. Has short sleeves composed of wide embroidery. The V. shaped yoke is made of embroidery insertion, beading and torchon lace, finished with wash ribbon, regular value \$1.35 **White Sale Price 98c**

No. 4 Petticoat 90c for 69c

No. 4. Skirt. A very attractive garment carefully made, with all seams double stitched. The 14in. frill is made up of wide torchon lace with 3 bands of torchon insertion separated by wide muslin bands, regular 90c **White Sale Price 69c**

No. 5 Petticoats 1.25 for 89c

No. 5. Skirt A very attractive garment of good grade soft white muslin, has a 9 in. frill of Swiss embroidery, headed with a 2 in. band of torchon insertion and 5 narrow tucks, regular value 1.25 **White Sale Price 89c**



White Goods Sale Of "Seconds" In Linen Napkins

A part of a great piece of bargain buying which we were fortunate enough to put through some time ago, shows a large assortment of "seconds" in linen napkins. These all show some trifling imperfection, not enough to interfere in any way with their usefulness, but sufficient to cause a deep cutting in their price.

17x17 in.	size	special	8c
19x19 in.	"	"	9c
23x23 in.	"	"	10c
21x21 in.	"	"	14c
22x22 in.	"	"	15c
24x24 in.	"	"	20c
26x26 in.	"	"	25c
26 1-2x26 1-2 in.	"	"	25c

White Goods Sale of Choice Counterpanes

We offer you a complete range of both American and English white counterpanes, especially placed for this sale with every price deeply discounted.

Some of the values are as follows:-

\$.15	Counterpanes	Now	89c
1.25	"	"	96c
1.50	"	"	\$1.25
1.80	"	"	1.50
2.25	"	"	2.00
3.00	"	"	2.50
4.25	"	"	3.75
5.25	"	"	4.75
7.00	"	"	6.25

The greatest range at every price—the choicest Counterpanes in the city.

Window Full of Furs Worth to 7.75 for each 3.00

A great assortment of Hare neck pieces in many styles and shapes—all good values at present prices—but every one must go this month—so we've cut everyone—worth to 7.75 **3.00** now for

All Sables price cut All Marmot price cut
All Squirrels price cut All Minks price cut

Every fur in the store is discounted to be cleared out during February. Come in and let us demonstrate to you



White Goods Sale of Choice PILLOW COTTONS

The range of Pillow Cottons is particularly complete and fine. The goods shown are in almost all cases direct from the makers, and are up to the best standard of this establishment. You will find that every price is substantially cut—making this such a buying chance as comes but seldom. And then bear in mind that

Pillow Cottons will be Hemmed Free

PILLOW COTTONS

English Pillow Cotton:		
40 in. Circular		18c per yd.
42 " " "		19c per yd.
44 " " "		20c per yd.
46 " " "		22c per yd.
Light Weight Canadian Circular.		
40 in. Circular		20c per yd.
42 " " "		22c per yd.
44 " " "		25c per yd.
Heavy Circular.		
40 in. Circular		23c per yd.
42 " " "		25c per yd.
44 " " "		27c per yd.
46 " " "		30c per yd.

Sheetings and Pillow Cottons will be Hemmed Free

All sheeting and pillow cotton purchased during this sale will be

Hemmed Free

Please ask the salesman and specify width and style of hem.