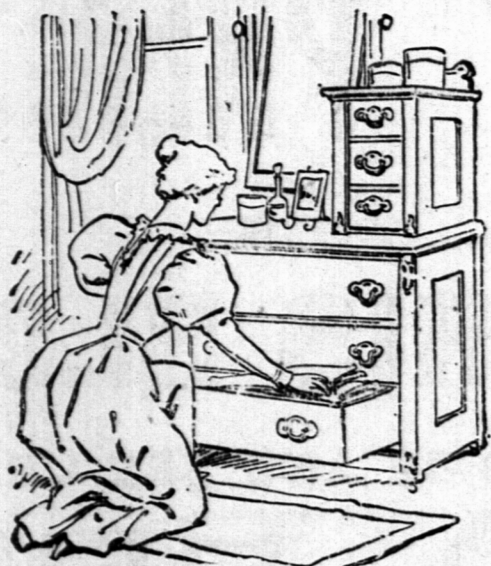


# The White Fair...



Is now in full swing. For years we've been noted for our White Goods sales — this year we'll eclipse them all. It's worth your while to go through the bureau drawers and find out how your stock stands, we can make a money-saving for you on every item. Don't take our "say so," come and see.

## Fit-to-Wear White Wear.

We take a special pride in our whitewear exhibit. Garments ordered specially for the WHITE FAIR. Different from the ordinary. No matter what price—each garment is properly finished. EVERY SEAM IS FELLED. There are no roughly finished raw seams. No "sweat shop work."

## Night Dresses

Fresh, new, dainty garments priced about 20 per cent less than you expect. Good white cotton felled seams, lace trimming only 40c. A nicer grade, felled seams, hamburger edging at neck and down front—55c. Fine cotton gown with wide embroidery at neck and down front 85c. Choice white cotton, embroidered neck, wrists and front 98c. and various prices up to \$2.69.

## Skirts.

Fair grade gored cotton skirt felled seams 40c. Better grade, gored, frill and 3 tucks 69c. Fine white cotton, cambric frill and real torchon lace. Very fine garment, four cambric frills headed with feather stitching \$1.10. Very choice, fine cotton, wide hamburger frill 16 rows of tucks \$1.40. Some beautiful garments at \$2 \$2.50 etc.

## Drawers.

Special, fair, cotton, plainly made regular 25 cent line 18c. Fair cotton felled seams, frilling and tucks 20c. Fine grade, cambric frill headed with feather stitch braid 32c. Fine cotton, finished with real torchon lace 49c. Fine cotton, hamburger frills, 3 rows of tucks 68c. Very choice cotton, 2 clusters tucks wide hamburger frill 85c. Umbrella pattern, very choice, cambric frill finished with torchon lace and insertion \$1.10 and 1.60

## Corset Covers.

Fair grade, plain 12c. Finer trimmed with hamburger 18c and 25c. Very choice, "V" neck, hamburger trimming 34c. Fine cotton, hamburger neck, insertion front. 42c also 52c 75c etc. At the "White Fair."

## Dainty Napkins

Fresh, good, heavy, linens for table use, make even a moderate meal luxurious. Here are a few prices: 1/2 size—68c, 80c, 90c, \$1.17, \$1.26, \$1.49. 3/4 size—\$1.70, \$2.00, \$2.20, \$2.57, \$2.93 up.

## Dollar Saving Table Linens

Collected from everywhere. Wherever linens are well-made we go after them. We don't think a nicer range of patterns could be found than ours. And every one is specially reduced for the "white fair"

### Unbleached

## ..Linens..

43 Inch Loom Damask	Special	14c
54 " " "	"	17
56 " " "	"	20
50 " " Damask Pretty pattern special		22
62 inch fine and very heavy for the price		31
60 inch Damask in very pretty pattern		43

### Grass-bleached Linens

62 inch Pure White Damask, Special	54c
68 inch Pure White Damask, Special	68c
70 inch Pure White Double Special	84c
72 inch Very Handsome Double Special	95c
72 inch specially heavy and very fine handsome pattern double Damask.	\$1.25



## Honest Shirts



We're always pleased to talk about OUR unlaundered shirts. They're in a class by themselves. They have no rivals at their prices. In fact we've seen no rivals at any prices.

### 3 Specials.

Men's unlaundered shirts, good strong cotton, linen bosom, linen bands, 50 cents each, 2 for 95c. Men's unlaundered shirts, fine cotton body, fine linen bosom and bands—there's only one better one made—that's OUR collar shirt—75c each or 2 for \$1.40. The finest unlaundered shirt on the market, reinforced back and front, endless stays. "2100 linen" bosom and bands—special \$1.00, two for 1.85

"At the White Fair."

## Collars & Cuffs



A big lot of new styles in collars 10c each 3 for a quarter. A big lot of 4 ply linen collars in all the new shapes 20c each \$2 per dozen. Cuffs special 16c per pair and 27c pair. As the

## "White Fair," Laundered Shirts

Fair grade, ready-to-wear, open back 75c. The "King" shirt, laundered, fine linen bosom and bands, bosom won't push up, won't crush, braces don't interfere with it, perspiration can't "melt it". The best shirt we ever saw for ordinary wear. Open back only. Two grades. \$1.00 and \$1.40. Fine open front dress shirts, fitters, just right width of bosom, splendid linen bosom and bands 1.25. Similar grade—open back and front 1.50

## White Cottons

You know all about 'em, so we'll just quote the prices and leave it at that. 28 inch width 44c. 36 " " 5c. 36 inch in better grades, 5 1/2, 6, 6 1/2 64c. 36 inch, good heavy cotton, special 7c. 36 inch fine English long cloth 8c. Some beautiful grades, 8 1/2, 9, 9 1/2, 10c. 36 inch Queen's own long cloth, English

## Pillow Cottons.

Circular pillow cottons and the other kind—plenty of both for your choosing. "White Fair" prices. 40 inch Circular special 12c & 14c. 42 " " " 15c. 44 " " " 16c. Better grades are 18 & 20c. 40 inch open at one edge 10c. 42 " " " 11 1/2. 44 " " " 12 1/2

"At the White Fair."

## Sheetings

At our last "white fair" a lady dropped in duplicate a line of sheeting she had bought of our Mr. — four years previous. "She said it was still good." That's the kind we sell.

UNBLEACHED	
Plain 72 inch	10 and 14c
" " " better grade	17c
Twill " " "	18c
Fine " " plain	20c
Heavy English half bleached	18, 20, 22, 24c
WHITE	
72 inch plain	17c
72 " twill	22c
76 " plain	25c
80 " twill	30c
90 " twill	38c

These are only about one third of the grades at the "white fair"

## They Stand the Wash-tub test



Hemmed quilts 72 x 84 inches, 65c. Heavy fringed honey comb, 86c and \$1.0. Soft hemmed American quilts 74x86, \$.30. Fine large marseilles quilts in nice designs, \$1.67, \$1.75, \$2.00, to \$2.95 all cut prices at The White Fair.

## Thirsty Towels



Here are a lot of regular old soak-ers.

Cotton, linen and some mixed cotton and some mixed cotton and linen. Special lot, linen and cotton 11c per pair. An assorted lot in white linen and ed Turkish, plain, linen and lin. A basket full of medium size linen Towels 21c pair. Heavy linen, fringed red border 17c each 30c a pair. Heavy huck 20-40 32c pair and so on up. 36c, 42c, 43c, 63c, 72c and 90c per pair at "the white fair."

## Roller Towelling

Dark Flax per yard. 13 inch Linen 4 1/2. 14 " " 5 1/2. 16 inch Soft Twill 5 1/2. 15 inch Bleach Crash 6c. 16 inch fine Crash 7c. 18 inch fine Crash 8c. 16 inch imitation Russia Crash 8 1-2 and so on, 9, 9 1-2 10 1-2 all special cut prices for The "White Fair."

## White Lawns.

Sheer dainty fine fabrics—cut price for at the White Fair. 10 1-2, 12 1-2, 14, 16, and Tucked Lawns with 2 inch hem 5 tucks 13c. 2 inch 5 narrow tucks and 1 wide 17c. 2 1-2 inch hem 12 tucks 22 1/2

# MOORE & MCLEOD

"At The White Fair."

"The Th White but buying cheap." "How wear and to buy. We the only fa 'Tis a fault, This W Great White We nee goods—Th prices w Night Well m cut—front t insertion— Lot 2 30 Nigh generous in with box pl cuffs, made Assorte Styles i trimmed—t and frilled o lace trimme price to clea Lot 4 5 Diffe ed yokes, e \$1.20 and \$ The Se The W 30 Skin trimmed, 6 6 rows tuck made to sel LOT 2—Fu and 10 inch embroidery Other if these trade, w Drawe At 2 and \$1. STA