

WHITE SALE

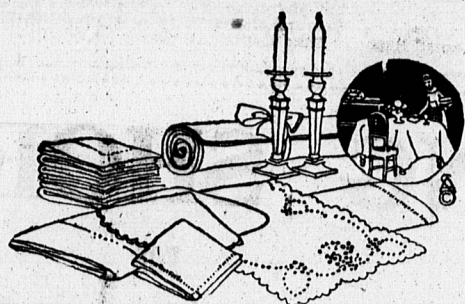
Hemming FREE At the White Sale

One of the main attractions of the present great sale of white goods, is that, during the sale, we will

ALL SHEETINGS, PILLOW COTTONS TOWELLINGS

bought here for cash during the sale of white goods.

Buy your white goods NOW—save the work and expense of hemming



Sale Commences on Wednesday--17th

YOU ARE INVITED TO COME WEDNESDAY MORNING TO THE OPENING of a sale that has been a long time in preparation—months ago, orders were placed for the dainty white wear now on exhibit. As a result—you will be offered garments that cost as much today at the factory as our retail prices.

You will be offered a great range of goods from the finest linen department in the Province—a linen department that is so efficient that orders come to it from all parts of the Maritime Provinces.

You will be offered the opportunity of having all your sheetings, pillow cottons and towellings HEMMED FREE OF CHARGE.

Every Dollar Spent on the White Sale entitles you to a guess on the car

Save your sales slips when you are buying at the white sale—every dollar cash purchase means a guess at the number of barley kernels in the 15 ounce jar. If your guess is right, you will drive a handsome new

Chevrolet Car Free

Save your sale slips—and guess.

Visit the Great Auto Show Thursday and Friday 18 and 19 in the "Drill Shed"



Dainty Night Dresses

LADIES GOWNS.

Ladies gowns made of strong white cotton, kimona sleeves finished round neck with torchon lace slip over style. Sizes 58, 60. Special price 80c.

Gown of fine cotton slip over style, kimona sleeves embroidered, embroidered trimmed all sizes. Price \$1.25

Another gown of fine pink mull, has a white satin yoke. This is a very pretty style. Price \$5.25

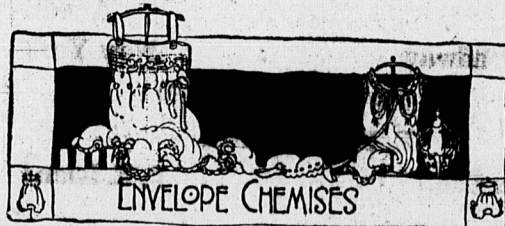
Others, prices \$5.75, \$6.25. Also silk gowns in white and pink, prices ranging from \$6.25 to \$12.75.

White Underskirts

White underskirts made of strong cotton, has tucked flounces edged with embroidery. Sizes 34, 36, 38. Price \$1.25.

Other prices \$2.25, \$2.75, \$3.25, \$4.25 and \$5.25.

Also silk underskirts of wash satin, crepe de chene, silk in white and pink. Prices \$4.50, 6.25, \$8.00 and \$9.00.



Envelope Chemises

Envelope chemises made of fine white muslin with embroidered scallop, showing a pretty spray worked in solid design. We offer sizes 36 to 42 at \$1.35

Other prices are \$2.25, \$2.75, \$3.00, \$3.50, \$4.50

Silk Chemises in flesh and white at \$3.75, \$4.50, \$5.25, \$6.25, \$6.75, \$7.50.

Corset Covers

Ladies white muslin corset covers neatly trimmed with torcon lace, shown in sizes 36 to 44 45c.

A corset cover in the camisole style is made of a fine, strong white muslin, and tastefully trimmed with embroidery. This model comes in all sizes 85c.

A very fine muslin corset cover shows a dainty yoke back and front composed of fine sheer embroidery, caught with a satin washable ribbon. All sizes \$2.00.

A corset cover with peplum at waist, yoke, back, front of fine lace, drawn with a ribbon, shown in sizes 36 to 42 \$1.25

CAMISOLES

The finest assortment in the city, pink, blue, maize, black, mauve, made of silk, wash satin and crepe de chene short sleeve or sleeveless. Sizes 36 to 44 \$1.15 to \$3.75.



Corsets & Brassieres

During this white goods sale we'd feel pleased if you would stay to examine the finest range of corsets and brassieres in P. E. I.

Corsets in D. & A., P. C. B. & I., American Lady, La Diva, and Goddess models—and we have your size in the model you want.

MODEL Brassieres in all sizes and every good style.

White Sale Linen Values

Unbleached damask table linen this is one of the best bargains we are offering at the sale in a pretty floral design, all pure linen at per yard \$1.50

Unbleached damask table linen fine evenly woven free from dressing in a pretty floral design at per yard \$2.00, \$2.35.

Unbleached cotton damask tabling in floral and spot designs at per yard 75c., 95c., \$1.00

Bleached cotton damask tabling fine evenly woven strong and durable for every day use, at per yard 85c., \$1.00, \$1.20.

Bleached damask tabling fine evenly woven free from dressing 70 inches wide in pretty floral and spot designs at per yard \$1.35, \$1.50.

Bleached damask all pure linen tabling this is a fine soft evenly woven linen in a pretty rose design 70 inches wide at per yard \$4.50.

Bleached damask table cloths very firm strong splendid for every day use in many pretty designs to choose from. At per each \$3.00, \$3.50, \$4.00

Bleached damask table napkins cotton this is a close evenly woven napkin which will give splendid satisfaction at per doz. \$3.00, \$3.50, \$4.00, \$5.00.

Sheeting will be hemmed free

Unbleached sheeting made from a strong round thread free from dressing splendid value at per yard 85c.—95c.

Bleached English sheeting strong evenly woven splendid wearing qualities in 72 inches wide at per yard 70c., 85c., 95c. to \$1.20.

Bleached English sheeting fine evenly woven strong and durable, others with the heavy round thread 80 inches wide at per yard 88c., \$1.00, \$1.10.

Bleached English sheeting in many qualities all good value at the prices, 90 inches wide at per yard \$1.00, \$1.20, \$1.70.

Bargains in Wash Goods

White checked muslin, 38 inches wide, suitable for children's dresses, blouses, aprons, etc., worth 55c. per yard. Special for 45c.

White duck specially adapted for middie blouses and skirts, 29 inches wide. Special at 25c. per yard.

White steel clad galitea, suitable for summer suits, middies and skirts, 29 inches wide at per yard 35c.

Another splendid value in white Indian Head Linen, 36 inches wide, admirably suited for middie suits and separate skirts. Regular price 45c. Special sale 30c.

A good bargain in white beach cloth suiting, 36 inches wide worth up to 75 cents. Special at 50c.

White mercerized Hawaiian Repp excellent value for skirts, middie blouses, children's dresses, etc., 28 inches wide regular price 75 cents. Special at 50c.

Here is a wonderful bargain in white cotton repp, 36 inches wide admirably suited for skirts and suits, also dresses. Price 60c.

A splendid piece of fine white veil lovely for ladies blouses and summer dresses, 40 inches wide, Special price at 75c. per yard.

Fine white nainsook, excellent value for summer wear, 36 inches wide. Per yard 45c.

5 EXTRA SPECIALS OFFERED AT EACH \$1.00

EXTRA SPECIAL CAMISOLES

Here is your chance to secure a camisole at a money saving price. Filet lace forms two thirds of garment, washable satin the remaining third, Filet lace straps. Color white. Sizes 36 to 44. Special price \$1.00

SPECIAL IN GOWNS.

Fine white cotton slip-over style. Ribbon run, embroidery beading. Color white. Sizes 56 to 60. Special Price \$1.00

SPECIAL IN DRAWERS

Ladies muslins drawers embroidery flounce is headed with fine tucking. Sizes 28, 25, 27. Extra Special \$1.00

UNION KNITTED SUITS

Union Suits in fine quality, in fine rib with or without sleeves all sizes. Special \$1.00

APRONS

Here is an unusual value in a Bungalow Apron of figured percale prettily trimmed with contrasting piping. Has patch pockets. All colors. Sizes small, medium, or large. Special \$1.00

Towellings hemmed free

All pure linen huck towelling in the old Shamrock linen plain and figured. Be sure and get a good supply of these before they are all sold out. Per yard 95c., \$1.00, \$1.15, \$1.25.

Roller towelling strong durable soft and absorbent, red border 17 inch. wide at per yard 25c.

Roller towelling in a plain white strong durable but fine and evenly woven 17 inches wide at per yard 32c.

Roller towelling all linen heavy durable for every day kitchen wear 17 inches wide with a red border at per yard 45c.

Check glass towelling soft and absorbent red check only 25 inches wide per yard 36c.

Check glass towelling red or blue soft absorbent with a good firm body this is one that will give splendid satisfaction per yard 55c.

All pure linen tea towelling plain white firm evenly woven. This is a splendid towelling 22 inches wide at per yard 52c.

Buy Bedspreads now

Bedspreads in the old time crochet ones that wash and wear so well in many qualities and designs at per each \$2.25, \$4.75, \$7.00.

Dimity Bedspreads fine evenly woven free from dressing easy to wash and wear like iron a large range of designs at per each \$7.00

Satin Bedspreads in fine soft evenly woven splendid wearing qualities in many qualities and designs at per each \$7.00, \$8.50, \$9.50, \$12.00

Cold Turkish Bath towel in many designs soft and absorbent will just soak up the water at per each 35c., 50c., 75c., \$1.00, \$1.50.

White Turkish Bath towels fringed and hemmed ends at per each 38c., 75c., \$1.00, \$1.35.

Linen huck face towels made from the old Irish linen in many qualities to choose from. These towels are big value at the price they are marked 50c., 65c., 75c., 85c., \$1.00, \$1.25.

SECURE YOUR NEEDS NOW AHEAD OF RISING PRICES

One Dollar Purchase Means 1 Guess



That Auto May be Yours

MOORE & McLEOD LTD.