

The GREAT WHITE SALES

This morning we open the greatest lot of whitewear bargains since we've "kept shop"

MONTHS AGO THE PREPARATION FOR THIS great sale commenced. First of course was to select from all the hosts of lines offered, the ones that seemed best finished, most tastefully trimmed.

Then of course came the matter of price. After much bargaining the biggest factory in Canada agreed to take a "between seasons" order, to help keep the machines busy in the quiet time, at a very special series of prices. To get the prices we had to place an enormous order, pay spot cash on shipment of the goods, and then agree to get along without boxes to contain the garments.

This explains in part why we are offering you to-day a series of whitewear values such as we never attempted before, values that practically mean to you the same as though you had the privilege of buying direct from the makers at the makers prices. Order by mail if not in the city. We guarantee satisfaction.

45c Value Corset Covers for 29c

This neat little corset cover is made of a good grade of white cotton, the front composed of vertical bands of torchon lace. Yoke and armholes are also finished with wide torchon lace of excellent grade. The garment is finished with a peplum. The buttons are pearl. This garment is precisely the grade we would have to sell, ordinarily for 45 cents. Winter White Sale 29c

60 cent grade Corset Covers only 39c

No 5. This is a wonderfully good little garment, fine soft white cotton body, finished with peplum. The Yoke is composed of alternating bands of Val insertion. To illustrate the value of this garment, there are 3 1-2 yds lace and insertion, worth 7 cts per yd, which makes 25 cents for lace alone. Pretty ribbon run at top. This garment would sell ordinarily at 60c. Winter White Sale 39c

75 cent grade Corset Covers only 49c

No 6. This wonderful value corset cover is made up a very fine firm white cotton, with out peplum. The deep yoke is composed of 4 alternating rows of fine torchon, embroidery and lace. Two washable ribbon bands run through at top. This handsome dainty garment bought in the ordinary way would sell for 75 cents. Our great and fortunate purchase makes it possible to sell the goods at Winter White Sale price of 49c

40 cent grade Drawers special at 25c

No 7. This neat garment is well made of good grade of cotton, cut in either open or closed style, all sizes 25 band. This design shows neat tucked lawn frill, with edge of good torchon lace. Ordinary price would be 40 cents—Our special Winter White Sale 25c

60 cent grade Drawers very special at 39c

No 8. This garment is simply a wonder in value. We have to confess that we have garments no better that we cannot offer less than 60 cents. These made of fine white longcloth, every seam carefully felled, deep knee frill of tucked lawn, edged with wide embroidery of an excellent quality. Open or closed styles. Good 60 cent value Winter White Sale 39c

75 cent grade Drawers very special at 49c

No 9. This really excellent garment is made up of fine longcloth, open or closed style, the deep knee frill is headed with a band of embroidery insertion, and finished with lawn tucking and wide embroidery edging. We would just like you to compare with the best 75 cent line in the city—and you will agree that this is a winner at our Winter White Sale price of 49c



65 ct value in Nightgowns special at 49c

No 1. Shirt sleeve night gown, made of a good grade of longcloth French seamed throughout. The sleeves are finished with good grade of torchon lace about two inches wide. This garment is made in "slip over style." Made in 58 and 60 inch lengths. Equal to anything we are usually able to show at 65 cents. Winter White Sale price 49c

90 ct value in Nightgowns special at 69c

No 2. This attractive garment is made in three quarter sleeve button front style. The material is a good grade of longcloth. The deep yoke, is composed of clusters of tucks and wide embroidery insertion. At neck there is a dainty edge of fine embroidery, and same style of embroidery finishes the sleeves. Compare with the best the city can supply at 90c and then you will buy this one at our Winter White Sale price of 69c

1.25 value in Nightgowns special at 98c

No 3. This wonderfully good garment is made in very newest slip over style, of fine longcloth. It has short sleeves edged with fine dainty embroidery. Deep "V" shaped Yoke, edged with beaded lace insertion, in which dainty wash ribbon is run. Yoke composed of wide embroidery and tucking. You cannot equal this offering in the regular way under 1.25. Winter White Sale price 98c

75 ct value in Underskirts special at 49c

No 10. "I would not make it for 49 cents if you gave me the goods free" said the first saleswoman who looked at the line. The material is a good longcloth. Every seam is carefully felled. There is a deep frill, tucked—10 rows of tucking too. Frill is edged with torchon lace 3 inches wide, and it is a good lace too.

If you can find a garment in the city, at 75 cents any better than this—we will not ask for your order. 49c

90 cent value in Underskirts special at 69c

No 11. Fine longcloth skirt made in 38, 40, or 42 inch lengths, has deep 15 inch frill lawn at the top, showing ten rows of tucking. The edge is of fine embroidery 6 inches deep. This skirt has a dust ruffle same depth as outside frill. This would be in the ordinary way, a notable value at 90 cents. Our bargain purchase, makes possible at Winter White Sale at 69c

1.25 value Underskirts special at 98c

No 12. This good longcloth skirt is made in 38, 40 or 42 inch lengths is of a notably fine material, every seam felled. It has a deep frill headed with rows of narrow tucks, and finished 8 inch band of fine embroidery edging. Just notice the firm strength of the edging—and how well it will resist wear and washing. Dust band same depth as frill.

Our ordinary value for this would be 1.25. We bought them more than 20 per cent under the usual, so you have our special Winter White Sale price of 98c

Factory remainders in Desirable Table Linens Wholesale Prices

WE WENT TO A BIG LINEN HOUSE WITH this frank statement—"we are going to have a great white goods sale and we want some values beyond competition." We got our requirement in this shipment of remainders from a great factory. Remainders, not remnants, for these linens run from two to three cloths to a piece, perfect in every respect, but being comparatively short ends they could not be offered as full pieces, and we were able to secure them at a discount. The lot includes ready made table cloths, table linens by the yard, napkins, etc. Offered at usual wholesale prices.

66 inch White Damask 69c
worth 1.10, special

This handsome linen is a sample of the value we have been able to get for you. Pattern shows dainty butter cup centre, with wide border showing large leaf and flower. Ordinary value 1.10 for 69c

72 inch White Damask 98c
worth 1.25, special

This large pansy design is a very attractive linen, of good firm durable quality. If bought in regular way we would have to sell at 1.25. Winter white sale only 98c

68 inch White Damask 1.00
worth 1.25, special

A very attractive linen of Tulip and Fern leaf design satin like in its finish pure, all linen. The border is a very effective idea showing enlargement on the main design. 1.35 for 1.00

84 inch White Damask 1.25
worth 1.55 special at

This very wide linen, shows a "polka dot" centre with border of conventionalized daisies. The fabric is very fine and close, and a great value. Winter White Sale 1.25

Factory Remnant Value In Low Price Linen A Line Worth 60c Offered You at 48c

This very special line is 65 inches wide, not so heavy in weight as the ones described above, but still very good. The sign is attractive, the finish is very good. The value is unquestionable, regular 65c White sale price only 48c. 62 inch special white 55c. Linen 40c, 65 inch linen worth 68c for 50c, 72 inch Shamrock Linen special 83c 72 inch Extra heavy for 80c.

Four Winter White Sale Values Very Special 68x70 inches Wide, Worth 85c for 65c

This attractive line of good values will prove well worth your best attention when you come. In case you are interested in a medium price linen you will find just what you want among these four different patterns, 68 to 70 inches wide good finish, well made, durable goods ordinary values 85c for 65c

72 inch Rosebud linen great value at our special 1.07

72 inch plain centre, double Shamrock border special .25
Very handsome plain centre with iris border, special 1.06

Three Notable Values In Princess Slips To Be Had Cheaply At The Winter White Sale.

S1000 Here is an attractive little garment, very carefully cut and as carefully finished. It is exactly what the young lady wants who is getting a dainty one piece dress for spring. The material is fine longcloth, the trimming is simple but very good Valenciennes at yoke and shoulder. Size 36 and 38 all lengths Order by mail postpaid WINTER WHITE SALE 1.15

S1003 This very dainty little slip is cut in perfect lines to the figure, made of fine longcloth, yoke is edged with fine Valenciennes, run through with narrow ribbon skirt is finished with a deep frill of nice grade of embroidery. Order by mail, postpaid WINTER WHITE SALE 1.50

S1004 Another dainty little Princess slip of fine Queen's cloth has handsome yoke of muslin embroidery showing eyelet design. The skirt portion is finished with 13 inch frill composed of tucked lawn, and pretty embroidery. The dust frill is same depth as outside frill. Order this dainty garment by mail. Return if not satisfied and get your money back. WINTER WHITE SALE PRICE 2.35

In passing we want to say that we have many other lines of Princess slips at 1.35 1.95 3.25 etc.

Free Hemming of Sheets and Pillow Cottons

All sheetings and pillow cottons bought at the Great White Sale will be hemmed free of charge, please tell the salesman when placing order if you desire hemming done.

A Few more dainty gowns offered at the Winter White Sale to-day

No 6323. This line is a "different looking" idea for middle aged or elderly ladies. The longcloth is fine and good. The garment fastens up high to the neck, the deep yoke is composed of fine close tucking, and shows edge of fine muslin embroidery. The sleeve is long, and has dainty embroidery at 1.35 wrist. Winter White Sale value, 1.35

No 168. A daintily made gown of fine longcloth, has deep round yoke composed of alternating bands of maitase insertion, finished with fine wash lace at edge. The skirt is finished with two rows of fine wash ribbon. Winter White sale price 1.45

No 6312. This is splendidly suitable for the lady who is inclined to be stout and broad shouldered. The armhole is extremely large. This garment is made in slip over style. The wide yoke is composed of tasteful embroidery and base of yoke is outlined with band of dainty insertion. Winter White Sale price 1.79 is only

No 221. Queen's cloth, almost as sheer as Nainsook is the material of which this lovely gown is made. Three quarter sleeve. Yoke finished with embroidery edge and insertion in an extremely beautiful new open design. Yoke is square and the embroidered effect is carried all the way round. Winter White Sale price 2.00

Some other gowns are offered at 1.69, 2.40, 2.69 2.95. Just Suggesting Some of the Skirts Shown at the Winter White Sale To-day.

No 878. This really choice skirt is made up of a very good grade of fine close longcloth, every seam is carefully felled, no chance for frilled seams. A very deep frill is composed of a band of fine embroidery section joined by rows of tucks to a handsome matching edging. The frill is 4 inches deep. The skirt is supplied in 38, 40 and 42 inch lengths. Order by mail in perfect confidence of getting a good thing. Winter White Sale 1.50

No 877. This choice longcloth skirt is made in the same careful, neat way that you would do the work by hand. The needle work, though machined, is very ally faultless. The deep frill is of fine muslin embroidery headed with clusters of tucks. All lengths in stock.

Order by mail, postage will be free while the sale lasts. Winter white sale 1.75

No 872. This light lacy delicate looking skirt is a very effective number. The longcloth used is fine and firm, the 17 inch frill shows a great deal of dainty work, being composed two rows of 2 1/2 inch torchon insertion, 1 row matched torchon lace joined by bands of plain and tucked lawn. Watch the careful workmanship. Order by mail. 1.95 paid

No 648. This pretty skirt like the others made of a fine light weight longcloth, supplied in sizes 38 40 and 42. The point of difference of course is in the finish. For example the frill of this skirt is 16 inches deep—and is made of fine sheer embroidery headed by sheer-banded tuck nainsook. The dust frill is same depth as outside frill. Order by mail. Winter white sale 2.50

Moore & McLeod