Great Pre-Season Event which we hold each year at this time, so that women may have the opportunity of making ready their summer wardrobe at NOTABLE SAVINGS, long before the warm This year the variety of materials, beauty of patterns and quality of stock has NEVER BEEN EQUALLED in Ontario.

Annual Sale of White Dress

Gloves

\$3.50 16-Button White \$2.69

\$1,25 16-Button White Silk 98c

White Fabric, Black Stitch-43c ing Short Gloves

The New White Materials Shed Their Wrappings Today TO GO ON SALE SATURDAY

To be sure, you want to *look* before you buy and to look without buying. Come along just the same. Such exquisite things as these deserve attention and inspection

White Sale of Fine Linen

# Handkch'fs

		 	****
25-cent Val for	ues, 3	_	<b>50c</b>
Embroidere at	ed, -		5c
Fine Sheer			10c

# .. Sale Opens SATURDAY February 6th ..

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The White Sale of

 $oldsymbol{LINENS}$ 

Before the rise in linens was reported in the market, we acted upon the urgent advice of a high grade Eastern firm to buy all the linens we could use for months to come. Now that prices have gone way up our alertness in buying puts us in a position to hold this sale, which gives every housewife a spendid opportunity to select her linens at prices that would be impossible were we to buy these goods now.

|        |             |        |       | - |        |
|--------|-------------|--------|-------|---|--------|
| \$1.50 | Damask      | -      | -     |   | \$1.33 |
| \$1.25 | Damask      | -      | -     |   | 980    |
|        | Damask      |        | -     |   | 470    |
| 60c    | Towels an   | d Scar | rfs   | - | 470    |
|        | n Towel Hu  |        | -     |   | 230    |
| 12 1-  | 2c Cotton l | Huck ' | Towel | s | 90     |
|        |             |        |       |   |        |

No Thrifty Housewife Will Miss These Bargains in--

#### STAPLE COTTONS

For the prices are remarkably low and the quality and assortments are without question at their best.

| 15-cent Long Cloth | _ | 110 |
|--------------------|---|-----|
| 15c India Linon    |   | 110 |
| Unbleached Muslin  | - |     |
|                    |   | 90  |
| Crash Toweling     |   | 90  |
| New Ginghams       | • | 96  |

Remarkably Low Prices on Pretty Lace

### Neckwear

\$1.25 Lace Collars -

\$1.25 Cuff 89c Sets each

The Sale of Dainty and Desirable

### Undermuslins

will prove of special interest to every economical woman and miss, not alone because the prices are reduced more than ever before, but because the garments are so very superior in quality. We know each dainty piece will find an enthusiastic welcome from every discriminating woman who knows and appreciates luxurious muslin underwear

**Corset Covers** Gowns 35c Children's 25c Corset Covers - 16c Gowns 27c 69c Corset Covers - 49c 75c Ladies' Gowns 49c 98c Ladies' Gowns Drawers. Fine Odd Gowns,

Plain per pr. one of a kind, 50c Embroidery values \$2.25 for \$1.39 Trimmed per pr. 39c Combinations 69c Embroidery Knickerbocker Com-

Trimmed per pr. bination, Embroidery Trimmed \$1.25 **Princess Slips** Crepe Knickerbock-\$1.25 Princess Slips 98c 60c \$2.25 Princess Crepe Gowns, Nov-Slips elty Trimmed - \$1.25

> Dainty White **Blouses**

At Decided Reductions

\$1.25 to \$1.45 Low Collars or High, long or short 98c sleeve

# Laces and **Embroideries**

Direct From St. Gall's Skillful Makers

Thousands of yards of the prettiest laces and embroideries in new designs at lowest prices will be the incentivetoimmediate buying on the part of many women

10 and 12c Embroidered Insertion 5c

Embroidered Edging, all widths and dainty patterns 10cup

Wide Flouncing, full skirt width 69c and 98c All Over Embroidery, pretty 98c

dainty patterns 69c, 85c & Big assortment Fine Laces at

per yard 5c 10c D. M. C. Lace - 8 1-3c

#### WHITE PIECE GOODS At Big Price Cuts

Many women will avail themselves of the splen-

did buying opportunity presented here. Flaxon 15c Rice Cloth, 25c and 50c White Voile, 40-inch 39c

Special Prices on Children's Dresses

W. I. LAMPKIN

Big Reductions Now Offered on White Hosiery