

Hale's Wishes You a Most Happy New Year!

Hale's OAKLAND STORE **Hale's OAKLAND STORE**

White Sale

—With White Sales predominating there will, of course, be comparison of values. The lines of merchandise brought together in this store result from months of patient market searching. —Huge purchases for five stores played an important part in securing price reductions. The merchandise is the best the market afforded. A value comparison could not but reflect credit on this White Sale.

Undermuslins

A New Feature
French Embroidered Underwear—
Made in America

At a Saving of Import Cost and Duty
And designed and cut particularly for American women. These garments are hand-machine embroidered by French operators brought to this country, and the exquisite embroidery might well be called hand work, it is so fine and so well done. There is a generous amount of embroidery, too, and at no sacrifice of the quality of the material in the garments. This is of soft nainsook and similar materials. Quite a number of very dainty patterns.

Gowns at **1.50, 2.00, 2.50, 3.50.**
Corset Covers, **1.25 and 1.50.**
Combinations, **1.50, 2.00, 2.50 and 3.50.**

Women's Gowns—50c, 79c, 89c, 95c,
1.19, 1.45, 1.95 up to 8.00

The mere fact of having such a quantity as to give this price range makes it a certainty that you will find garments individually satisfactory. Materials of good muslin, cambric or fine nainsook. Styles show high, round, "V" or square necks, long or short sleeves. Various trimmings of lace, embroidery and insertion. Garments from plain styles to elaborately trimmed and exquisitely finished gowns.

Women's Skirts, 79c, 95c, 1.19, 1.59,
1.95, 2.45 up to 7.50

Here, too, the variety is surprising in extent. Skirts of good quality muslin or cambric, with deep flounces effectively trimmed with lace or embroidery or with clusters of fine tucks. These skirts are cut full width, and at every price they have dust ruffles.

Women's Drawers, 19c, 25c, 39c, 50c,
75c up to 2.00

Prices run lower than usual, but the qualities will be better—much better—than you would expect. A great variety of styles here in muslin, cambric or nainsook garments, cut full and well made. Some styles have deep ruffles with trimmings of lace or embroidery; other styles with hemstitched hems and fine tuck clusters.

Extra Size Garments for Large Women

A feature of Hale's White Sale is the particular attention paid to securing extra size garments, cut full in large sizes. Large women will find a particular section devoted to filling their needs. The assortment includes:

Gowns at **1.00, 1.25, 1.50.**
Drawers at **50¢, 75¢, 85¢.**
Skirts, **1.25 and 1.50.**

The Children's Miniature White Sale

As carefully prepared an event as the sale for the elders, offering desirable merchandise at such a small expenditure as to make it almost a waste of time to make the children's garments at home.

10c Children's Drawers, ages 1 to 12 years. Waists, ages 2 to 5 years. Combination Skirt and Waist, ages 1 to 3 years.
15c Drawers, ages 2 to 12 years. Waists, ages 1 to 5 years. Combination Skirt, ages 2 to 10 years.
25c Muslin Drawers, ages 2 to 12 years. Misses' Drawers, ages 12 to 16 years. Skirts, without waist, ages 2 to 10 years.
50c Drawers, embroidery trimmed, ages 2 to 12 years. Misses' Drawers, lace or embroidery trimmed, ages 12 to 10 years. Skirts, ages 5 to 14 years.

Undermuslins

Corset Covers, 19c, 25c, 39c, 50c, 75c,
up to 2.00

Innumerable pretty styles, with dainty yokes of embroidery or lace, some having beading run with ribbon, the neck and armholes trimmed to match. The covers are of cambric or nainsook, both plainly and elaborately finished in most all the prices.

Princess Slips, 1.00, 1.25, 1.50, 2.00
up to 5.00

Slips of choice materials, in a number of dainty styles, and beautifully trimmed with lace or embroidery, the trimmings being unusually effective in the medium priced garments.

Combinations, 1.00, 1.25, 1.50,
2.00 up to 4.50

Ever popular garments, that find splendid representation in this sale. The corset covers and drawers are of cambric or nainsook, many styles effectively trimmed with lace or embroidery—many "puffed" with beading and baby ribbon.

First Big Sale of the 1912 Embroideries

—The first showing of 1912 embroideries is, indeed, a splendid one, offering, as it does, thousands of yards of crisp, new embroideries fresh from the looms.

—Old favorites, as well as brand new patterns, are shown—not so much the dainty, perishable materials as the handsome, showy, sturdier embroideries, particularly suited for heavier garments, children's and women's underwear, wash dresses, etc. A wide price and pattern range makes a varied selection a possibility and a pleasure.

15c Embroideries with edgings to 11 inches, and 1,000 yards of corset cover and flouncing embroidery running up to 17 inches wide.

25c A splendid lot of flouncing and corset cover embroidery in 17-inch widths, in splendid, striking patterns. Also imitation baby Irish bands and finished galloons—matching in patterns many of the flouncings found in this sale at 33c.

10c Cambric and Swiss insertions and finished bands—all showy patterns rather than the finer weaves. The bands come up to 3 inches; the edges run as high as 8 inches.

33c Better patterns of the 25c embroideries, the workmanship being much the same. And a great many 17-inch to 20-inch corset cover and flouncings in all-over patterns—the 4-inch and 6-inch bands and galloons to match being in the 25c assortment.

48c A fascinating yardage of showy beautiful flouncings in 27-inch and 45-inch widths, in large open patterns. And all-overs in 20-inch widths. A great pattern range here, including small, dainty floral and conventional designs as well as the larger ones.

65c All-overs and flouncings in practically the same widths to be found in the 48c lot, but a better grade of materials and somewhat better finished.

98c Many 45-inch flouncings, with hemstitched edges, in extremely lacy patterns, many of which are new this year. A splendid but not a very large assortment at this price.

1.50 Elaborate lace-like patterns in 27-inch flouncings, in an infinite number of new and former season favorite patterns. Some 45-inch flouncings trimmed with lace.

Hale Domestic

White Sale Values in Towels

Lavatory Towels	White Turkish Towels
16x32 inches 6¢	20x40 inches 14¢
18x36 inches 8¢	22x44 inches 19¢
	20x40 inches 25¢

Fresh White Bed Spreads

- White Crocheted Bed Spreads—Double bed size, 72x81 inches, good weight, 98c each.
- White Fringed Bed Spreads—Cut corners, 72x82 inches, 1.50 values at 1.25 each.
- Heavy White Bed Spreads—Fringed, square corners, heavy quality, size 81x90 inches, 1.79 each.
- Madras Waistings—27 inches wide, plain white with dainty figured or striped designs, 17 and 18c a yard.
- Tennis Flannels—36 inches wide, heavy quality, cream grounds with colored stripes, 12½c value at 10c a yard.
- Striped and Pin-Checked Dimities—For infants' wear, 10c and 12½c a yard.

Famous "Hale" White Goods

White Shaker Flannels—
—Width 27 inches. Per yard..... 7¢

"Poppy" Long Cloth—
—A dainty, durable, sheer white material for fine underwear and similar uses. Sold by the bolt of 12 yards.
—Full 36-inch width, 12-yard bolt, for **1.10, 1.20, 1.50, 1.75**
—Width 40 inches, 12-yard bolt..... **1.75**
—Width 42 inches, 12-yard bolt..... **2.25**
—Width 44 inches, 12-yard bolt..... **2.25**
—Lighter quality, 33 inches wide, 12-yard bolt..... **1.20**
—Yard wide long cloth, in 10-yard bolts, special at..... **95¢**

Mercerized Crinkled Crepe—
—Soft, sheer quality, 30 inches wide, per yard..... **18¢**
—For corset covers, 30 inches wide, per yard..... **7¢**

White India Linen—
—The 30-inch width, per yard..... **9¢, 12¢, 14¢, 19¢, 25¢**
—Full 36-inch width, per yard..... **25¢, 30¢, 35¢**

Famous "Poppy" Bed Sheets

Underpriced

(Sizes are for lengths before hemmed.)

Plain Hemmed "Poppy" Sheets—
63x90 inches **45¢** 81x90 inches **55¢**
72x90 inches **50¢** 81x99 inches **59¢**
72x99 inches **55¢** 90x99 inches **70¢**

Hemstitched "Poppy" Sheets—
81x90 inches **65¢** 90x99 inches **80¢**
81x99 inches **75¢** 90x108 inches **90¢**

Specials in Other Sheets—
—Bleached Sheets with seamed centers, 72x90 inches..... **33¢**
—Extra Heavy Bleached Sheets, with seamed centers, 72x90 inches **45¢**
—Bleached Sheets made in one piece, 81x90 inches..... **45¢**
—Linen Finished Sheets, extra heavy, 81x90 inches..... **54¢**

Hale Domestic

Pillow Cases at White Sale Prices

(Sizes are for lengths before hemmed.)

Hemmed "Poppy" Cases—
42x36 inches **14¢**
45x36 inches **15¢**
50x36 inches **18¢**

Hemstitched "Poppy" Cases—
42x38½ inches **20¢**
45x36 inches **22¢**
50x36 inches **25¢**

3,000 "Remnant" Pillow Cases—
—Size 45x36 inches; made from remnants of good quality sheeting; otherwise prices would necessarily be higher than **11¢, 12½¢, 15¢**

Art Linens

Hale's offers a beautiful linen assortment in this great January White Sale, comprising pretty effects in hand embroidered, real linens, Cluny lace linens, plain or embroidered or Battenberg effects, etc. Many designs come in hand drawn effects. A splendid variety and all low priced.

Battenberg Doilies, 10c
These handsome doilies come square or round, 9 inches.

Battenberg Doilies, 25c
Come with plain or drawnwork centers, square or round, 18 inches.

Battenberg Centers, 55c
Come with plain or drawnwork centers, square or round, 24 inches.

Filet Scarfs and Squares
Scarfs come 18x54 inches; squares come 29x29 inches. Over a dozen patterns to choose from and every one particularly handsome. Price **25¢.**

Embroidered Linens
Scarfs are 18x54 inches; squares are 29 inches. These beautifully embroidered linens come with 1½-inch hem. Price **39¢.**

OAKLAND STORE

100 New Spring Patterns Among 2,500 New White Waists



95c—1.25—1.50—1.95—2.50—2.95—3.50—3.95

(The 95c Lots Show Values to 1.50—Proportionate Savings Count up Even Faster on the Higher Priced Lines.)
—Waists so pretty and novel you'll want them all.
—So low priced you can afford many more than if full value were asked.
—New waist ideas worked out in linen, Madras, soisette, lawn, lingerie, allover embroidery and
Cotton Crepe Waists Are Among the New Favorites
(Surprising values in these at 95c, as well as higher prices)
—Some especially attractive models in plain tailored crepe.

—A splendid line of exceptional values in mannish shirts of white soisette, and the large variety of styles in low neck waists at all prices.
—And such a great gathering of other pretty styles!
—And a host of other styles, 100 in all by actual count, embodying trimmings of lace medallions, embroidered scallops, side frills, embroidery, pretty wash laces of many kinds, various styles of tucking and plaiting.

Men's Night Shirts

White Sale of white Muslin Night Shirts for men. Women will do well to note these special values and purchase for brothers or husbands. The night shirts are made of a good quality of muslin, cut 48 inches long, with silk stitch down front and pearl buttons. Come in all sizes at—
50c Each

Achievement Sale of New Nemo Auto-Massage Corsets

Hale's offers, beginning tomorrow, the newest Nemo corset invention—the Auto-Massage Self-Reducing Nemo.

An absolute novelty of intense interest to every woman who wishes to actually reduce her figure permanently.

This ingenious Nemo invention is strictly scientific, auto-massaging, and has been proved to accomplish wonderful results.

No. 353, low bust model, **3.50.**
No. 354, medium bust, **3.50.**

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