

A New Store with New Merchandise!

WHITES Limited, now completed ... is the last word in modern service and excellent values ...

SHOWROOM SENSATIONS Light Summer Frocks

Reverend Harbord and Fines Vests Frocks—Fitted and geometrical design trimmed with contrasting shades in self material and Orpade. All trims and sizes. W.X. and O.S. sizes have long sleeves. **12/6**

Beads Finished Paper Vests Frocks, in many dainty styles, featuring novelty necklines and fancy sleeves. In this season's charming pastel shades. All sizes. O.S. and S.C.O.R. sizes have long sleeves. **15/11**

Wear Linn and Cambric Beach and Dress Frocks—In striped, checked and floral designs, trimmed with contrasting shades. Several smart styles. Sizes: S.E.W. to W. **7/11** W.X. to O.S. **10/6**

Linen Frocks—Smart Frocks with the new square yolk and Norfolk bodies with amusing pockets. Invented pleats to skirt. A trim looking tailored garment. Colours: Dusty Pink, Gray, Strawberry, White, Mauve. Sizes, S.E.W. to W. **35/-**

ATTRACTIVE COATS

Well-cut Marcella Swager Coats—Te at neck. New pleated skirt sleeves or long sleeves with turn-back cuffs. Patch pockets. Shades: Lake Wine, Scarlet, Navy, Brown, Black. All sizes. **25/-**

Summer Coats which carry a new look. Well tailored from West of England and Scotch Tweeds. New necklines and sleeves. Sizes S.E.W. to W. **49/6**

MATRONS COATS

A fine selection of Matrons' Coats, in Whipcord, Charmolaine and Gouting. Made by expert English tailors, ensuring that perfect fitting coat required by modern matrons. Navy, Lake, Navy, Black. All sizes. **75/- 84/- 85/5/-**



White's New Store is now completed. It offers the people of New Plymouth, and indeed, the whole of Taranaki, outstanding and vastly improved modern shopping conveniences. From the attractive display windows and arcade entrances to the spacious Showroom, it reveals a shop distinctive and equipped for years ahead to display and distribute merchandise of style and value. The firm's policy has always been dependable goods at keen prices—and after 47 years of active trading it is found to be still blazing the trail to better service and greater values.

Shop at Whites for Real Value

For the KIDDIES

Washing Suits for Small Boys, in fast dyed Romper Cloth. In one piece style or with trousers buttoned to shirt. Fit boys from 2 to 4 years. Shades: Navy, Grey, Almond, Olive. **2/11**

Made's Frocks of Best Checked Ginghams—smart new styles. Skirts pleated back and front. Neck collar—puff sleeves. Fit girls 12 to 14 years. **6/11**

Children's Harbord Frocks, in a variety of dainty patterns and designs. Made with fancy yokes and puffed or cape sleeves. Rise to fit girls 2 to 8, with knickers to match. Set—Frocks only, no fit girls 6 to 12 years. **7/11**

Children's Play Overalls—long legs and bib fronts. Made from fast dye Romper Cloth. Fit children from 2 to 10 years. Colours: Navy, Grey, Olive, Almond. Each— **5/11**

Children's Sun Hats of plain materials. Blue, Tan, White, Pink. All sizes. Each— **2/11**

"Sunset" Vests—excellent quality—serviceable. Rise to fit children from 10 to 16 years. **2/6**

Children's Washing Hats in fast dye material. Dainty floral designs, wide brims. Fit girls 2 to 10 years. **1/1**

Children's Sun Hats of plain materials. Blue, Tan, White, Pink. All sizes. Each— **2/6**



We also keep a complete stock of Imported Hand Knitted Garments. Moderately priced. **2/6**

Values in UNDERWEAR

"Barbers" Locket Underwear—Well cut, snug fitting garments. In all wanted shades. Vests, Bloomers or Socks to match. 2/11 each. Understock, 7/11, 8/11. Night-dresses, 12/6.

Shantung Pyjama-Nights—Good quality silk with dainty all-over patterned top and plain trousers. Very smartly cut. **7/11** Pair

"Caterbury" Locket Underwear—A well-known excellent quality line of garments. Bloomers, sizes 8.2.2. to O.S., 8.2.2. to 8.6. Vests, 4.4. Understock, 9.2.2. 10.2.2.

Crepes Marcella Dressing Gowns—Heavy quality, good wrapover, roll collar and long sleeves. Beautiful hand embroidery back and front. Lengths, 52in. and 54in. Navy, Rose, Black. **21/-** Each

MEN'S WEAR

Men's Sports Trowsers, in latest tonings of light and grey. Plain shades or with smart pin stripe. Long fitting waist band and pleated fronts. All sizes, including youths. **13/6**

Men's Plainest Sports Suits—Exceptionally well cut. In smart Greys and Pinks, plain or with pin stripes. All sizes. **49/6**

"Bardies" Twill shirts—Well cut, reinforced seams. A hard wearing shirt. Canoe, Tennis or Netting. All **7/11**

Pure Wool Suits—Extra fine quality. Shades: Grey, Fawn, Green, Grey, Maroon, Blue. One size only. **8/11**

Men's Art Silk Fawn Suits—Smart checked patterns. Assorted colours. Pair— **1/-**



Manchester Offerings

Towels, Tea Towels, Sheets & Pillow Cases

Fancy Towels with hemstitched ends—White, with pattern of Pink, Blue, Hedio. Large size. Each— **1/11**

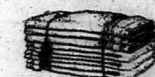
Pure Linen Tea Towels—Good quality. Each— **10/4**

White Tuff Sheets—Hemmed ready for use. Free from filling. Pair— Single Bed Size **6/11** Double Bed size **12/6**

Pillow Cases—Full size. Strongly taped. Pair— **1/9**

Hemstitched Pillow Cases—Full size. Strongly taped. Each— **1/-**

White Damask Cloths, with coloured borders of Gold, Green, Blue, Pink. Excellent quality. Each— 54in. x 84in. **3/11** 54in. x 70in. **5/6**



Linen Tea Towels—Size 22in. x 22in., in smart Blue and Green stripes. Extra good quality. **1/4** Each.

Fancy Goods show savings



Hosiery the very newest

"Barbers" Hosiery—A perfect fitting full-fashioned hose of finest Art Silk—Chiffon finished. Well reinforced at toes and heels. In ten latest shades. All sizes. **3/11**

"Annie's" Pure Silk Hosiery—Jolly fashioned. Cuban heel, cradle foot, wide suspender tops. Shades: Vogue, Kadette, Darnette, Guinevere. All sizes. **6/11**

Ladies' Cream Cotton Trunks Sox, with fine elastic top turnover tops. Splendid toes and heels. All sizes. Also with coloured tops. Pair— **1/3 1/11**

Haberdashery

"Locket" Hat Cutters—For cutting straw etc. Two on each. **10/6** Card

"Fret Linn" Mending Silk—Eighteen species of assorted shades, with needle. **6** 64 Box

Buckles and Buttons to match the present season's goods. (We have a wonderful selection of these.)

Jewellery

The Latest Cream—A set of Coloured Glass Bangles to finish off your Summer outfit. Scarlet, White, Brown, Royal, Green. 1/11 each, or 5/2 set of three, in any colour.

Knitting Wools

Two-ply Super Shetland Knitting Wool—in sixteen smart Spring tonings. Ideal for Lady Jumpers. Special value. **8 1/2**

"Our Infants" Baby Wool—A fine soft wool especially suited for infants' garments and underwear. Blue, Pink and White. **1/11**

Woolen Wool Holders—Keep your wool clean and tidy. (Postage extra.) **3** Each

Handbags

A smart new range in Envelope and Pouch Shape, with either patent or dull finish. Shades: Mid and Dark Brown, Navy, Black, Grey and Snake Skin. Each— **12/6**

Chic Handbags in Genuine Morocco Leather and Calfskin, with smart Chromium fittings. Envelope and Pouch shades. Shades: Brown and Black. A wonderful selection of Handbags, including Underarm Handbags in White, Pouch in Smart Stripes, and Hand-turned Linen Envelope Shapes with applique design. **35/-**

6/11

Needlework Necessities

Traced Goods, all ready for working. Linen Tea Cloths and Aprons, with dainty applique designs. Each— **1/11**

Class Cloths, with attractive coloured borders. Traced ready for working. Each— **1/3**

"Woolies"—The new wool Home Craft. No machine or needles required. Makes quilted handbags, table runners, etc. Call in and see a demonstration of this interesting new work.



NEW MILLINERY

Hats for present wear in beautifully fitted serviceable straw. Various styles of the fashionable shallow crown. Flattering medium and wide brims. All colours and head fittings. **12/6**

White Felt Hats with medium brims. Ideal for Sports wear. Assorted head fittings. **6/11** and **9/11**

"Suzette"—This season's Millinery Vogue. Worn extensively at Home and on the Continent. Can be folded and packed away anywhere. **6/11** and **9/11**

Berets—The genuine French Beret. In every wanted colour. **3/11**

SMART JUMPERS

Sports Jumpers in fancy patterned designs. High and low necklines, short puffed sleeves. Fitted to hang in all wanted shades. **9/11** + **12/6**

House—Smart Short Bloomers in Cotton Mesh. Ideal to wear with simple shirts. Colours: Lemon, Nile, Navy, White. **6/11**

Cardigans—in Fancy Weaves. Ideal for the youthful figure. Navy, Gold Dusk, Lemon, Laurel. **12/6**

Slacks—Flannel Slacks, in plain and fancy weaves. **17/6**



Dress Materials

"Summer Breeze"—32in. Printed Cotton to wonderful end designs. Fast to sun and washing. **1/9** Yard.

"Whiffles" Gingham—Featuring all the newest checks in all the smart colourings—also plain shades to match for trimming. 27in. wide. **9 1/2** Yard.

"Whiffles" Cloth—A good quality cotton with a linen finish. Fast dyed. In twenty good shades. 36in. wide. **1/3 1/2** Yard.

"Marvelle" Flax—In bright floral spot and check designs. 36in. wide. **1/1** Yard.

"Forester"—A guaranteed cotton in both floral and check designs. This is a heavy weight cloth with a linen finish. 36in. **1/11** Yard.

"Devas Bayler"—A printed cotton with mercerized finish—in light and dark grounds, with smart floral designs. 36in. wide. **2/3** Yard.

MCALL & HOME JOURNAL PATTERNS. For the home sewer these patterns are unexcelled as a perfect guide to style. Buy your patterns and start making your Summer Frock now!

WHITES Limited

"GROWING WITH NEW PLYMOUTH"