

# WHITES 60<sup>th</sup> BIRTHDAY CELEBRATIONS

COMMENCE  
MONDAY, MARCH 1st,  
At 9 a.m.

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# 1888

THE MOST IMPORTANT "DOUBLE EVENT"  
IN THE HISTORY OF WHITES LTD.  
COMBINING OUR 60th BIRTHDAY CELEBRATIONS WITH OUR  
AUTUMN FASHION SHOW.

# 1948

### New Autumn Coats

Smart English Herringbone Tweeds, man tailored, two pockets, fully lined, trimmed with leather buttons, boxy style, split centre back. S.S.W. to W. sizes. Shades: Fawn, Tan, Blue, Grey, Green.

Birthdays Price £5/5-

### A Suit to Match

Well-cut Tailored Costume to match the above Coat — Fitting Coat with four-button front; Skirt with box pleat front and back. S.S.W. to W. sizes.

Birthdays Price £5/5-

### Smart Wool Frocks

Cosy, well-cut All Wool Frocks — long sleeves, trimmed with fancy tucking and stitching in Wine, Teal, Rust, Black. Sizes, S.S.W. to O.S.

Birthdays Price £5/5-

### English Cardigans

Pure Botany Wool in fine rib — some hand-worked on pockets, four-button front. In all the glorious shades you can think of. Sizes, S.S.W. to W.

Birthdays Price 49/6

### Twin Sets

Close Knitted English Wool Cardigan and Jumper Sets — Cardigan trimmed with fancy stitching, three-button front; Jumper, crew neck, short sleeves. In a full range of beautiful shades, including pastels. Sizes, S.S.W. to W.

Birthdays Price 79/6

### Lisle Stockings

Fine quality mock fashioned English Lisle Stockings. A full range of assorted shades, including White.

Birthdays Price 4/10 Pair



### "CLASSIC" GARMENTS

HAVE A REPUTATION IN THE FIELD OF FASHION

#### Jubilee Plains

Manufactured by "CLASSIC" for our 60th Birthday. This stylish Silk Frock is a MUST for every woman's wardrobe. Button-through style in Moss Crepe, pleated front, short sleeves. S.S.W. to O.S. size. Select your shade to-day while they last.

Birthdays Price 99/6

#### Kingsmoore Suits

Again by "CLASSIC" in Donegals, Limerick, Atlants, Hanley, Norfolk, Harris and Saville Tweeds and Boucle Weaves. Sizes, S.S.W. to W.

Birthdays Price £6/16/9 up to £14/11/6

#### "Classic" Blacks

Frocks for Afternoon and Dinner wear. Bangle-length sleeves, new bodice trimmed fancy tucking, fancy ornamented neckline. Sizes, S.S.W. to W.

Birthdays Price £6/15/-

#### Kingsmoor Coats

One of "CLASSIC'S" smartest cut, quality garments, in Darville coating — new shawl collar with very fitting bodice, full skirt, novelty button trimmed in Wine, Blue, Green. Sizes, S.S.W. to W.

Birthdays Price £10/16/3

#### Flapper Jumpers

Imported "Yedonia" Jumpers in bright shades — made of a special fabric to give comfort, knitway stretch and with a silk velvet surface appearance. A Flapper Fashion First.

Birthdays Price 29/6

Commencing Monday 1st March at 9 a.m. and continuing throughout the month, Whites Limited will celebrate this great occasion by giving back to the buying public, in actual savings on March purchases, over £5,000.

The Birthday Specials listed in this advertisement have been selected with care and in many cases specially manufactured so that we may offer Taranaki Shoppers the best and newest in Fashion Merchandise at prices which will speak for themselves.

We of Whites are determined to make our 60th Birthday an event to be long remember with satisfaction by all who accept our cordial invitation to shop at Whites and celebrate with us this month of March.

## Smart Silks and Woollens—English—New Zealand—Continental—The finest value in Taranaki

### English Wool Crepe

Worsted Finished Crepe—a good quality cloth for cosy Autumn frocks. 54in. wide. Shades: Sage, Henna, Black, Chocolate, Marina. Birthdays Price 20/9 Yd.

Similar quality but with a self woven jacquard effect. Shades: Blue, Dove, Grey, Lime, Black, Navy. 54in. wide. Birthdays Price 22/6 Yd.

### Fine French Crepe

A Continental woollen of exceptionally fine quality in smart Paris shades. 54in. wide. Birthdays Price 27/9 Yd.

Boucle English Boucle Frocking. Shades: Black, Green, Tan, Navy, Wine, Grey. 54in. wide. Birthdays Price 29/6 Yd.

### Floral Nights

In quality Wineyette. Fit ages 14 to 16 years. Birthdays Price 14/9 to 16/6

### Pyjamas

Plush quality Wineyette, floral trimmed. Fit ages 2 to 10 years. Birthdays Price 9/3 to 12/3

### Plain Nights

In quality Wineyette. Fit ages 12 to 16 years. Birthdays Price 12/- to 14/-

### "Suntex" Vests

This famous make again available. Fit ages 4 to 14 years. Birthdays Price 4/7 to 9/-

### STYLISH ENGLISH COATS FOR CHILDREN AND TEEN-AGERS

Teen-age Millinery Smart new Autumn Felt in latest "off-face" style. Birthdays Price 14/11 Each

Flowers Freshly cut. Our popular quality Flowers will be at this price during our Celebrations. Bunch 11/-

### New Zealand Wool Coating

By Canterbury Mills. In Brown, Chocolate, Sea Green. 54 inches wide. Birthdays Price 19/11 Yd.

### Frock Woollens

Special imported cloths of quality Argalaine, in Honey, Sage, Green, Black. 54 inches wide. Birthdays Price 22/6 Yd.

### Brushwool Coatings

In Navy, Green, Brown, Sage, Camel, Lime. 36in. wide. Birthdays Price 19/6 Yd.

### Grey Spun Worsted

Soft to handle and not easily creased. Excellent frock weight. 36in. wide. Birthdays Price 10/6 Yd.

### Dinner Sets by Alfred Meakin

32-Piece Set, in Cream. Gold edging and beautifully patterned. Twenty Sets only. Birthdays Price £5/7/6

### Tea Sets to Match

Twenty-one pieces. Birthdays Price 39/6-Set

### Fruit Set to Match

Fruit Dish and Six Coupes. Birthdays Price 15/6 Set

### Prints

For modern wall decorations. Miniatures for arranging in pairs; landscapes; seascapes; flower and animal studies; garden scenes. Birthdays Price 7/6 Each Mediums, 9/11 Each

### Old English Prints

In specially selected antique framings. Birthdays Price 11/6 Each

### Corduroy Velvetene

36in. wide 13/11  
French Silk Velvets 36in. wide 29/6  
In 10 Evening shades.

### Semi-Suede

An ideal Lingerie Silk in White, Flesh, Sky, Un-erasable. 36in. wide. Birthdays Price 8/9 Yd.

### Plain Rayons

For Day and Evening wear soft draping quality in a full range of shades. 36in. wide. Birthdays Price 9/11 Yd.

### Silk Stockings

Fully fashioned. Just arrived, 100 dozen of fine gauge, medium weight, all sizes and shades. Birthdays Price 13/11 Pair

### Princess Ida

Pure Silk Stockings, De Luxe quality, blended with Rayon. All sizes in assorted shades. Birthdays Price 6/11 Pair

### Rayon Stockings

Dull finished, service weight. Mock fashioned in sizes 9 and 9½ only. Birthdays Price 4/8 Pair

### Dent's Famous Skin Gloves

Well cut Pekayne — natural shade — soft skins — by one of the best English makers. Birthdays Price 19/11 Pair

### Wool Cashmere Ties

A special "Klipper" Tie purchase in smart new designs. 5/11 Each

### Men's Pyjamas

Suede Twill Flannellette. Sizes, S.M. to O.S. Birthdays Price 14/11 Pair

### Sports Coats

In imitation Harris Tweed. 20 only. English tailored in Blue Grey. All sizes. Birthdays Price 85/- Each

### Vests

"Morleys" Super Interoak. M. 4/11 O.S. 5/6

### Trunks to Match

M. 6/11 O.S. 7/6

### Tea Towels

Irish Linen and Cotton quality Towels, with smart Californian striped borders. 32 x 22. Birthdays Price 3/11 Each

### Super Wineyette

Twil Wineyette — soft, durable, and our best quality. In Sky, Nil, Salmon, Flesh and Cream. Birthdays Price 2/11 Yard

### Seersucker Tablecloths

Dutch check and striped women effects. 52 x 52. Birthdays Price 17/6 Each

### Curtain Nets

In Eru. New designs. Birthdays Price 38in. 4/11 Yard 72in. 6/11 Yard

### Australian Crib Blankets

All Wool, with fancy Boucle motifs in centre. Sky and Salmon. Birthdays Price 30 x 40 27/6 Each 38 x 43 29/6 Each

### Huckaback Towels

12 Dozen only. In White — quality huck. Splendid size, 22 x 36. Birthdays Price 2/3 Each

## CONTINUING OUR CELEBRATIONS....

Scores of New Lines also at Special Birthday Prices are showing in all departments with fresh releases daily throughout the month of March

YOU'LL SAVE POUNDS ON NEW STYLISH GARMENTS — ACCESSORIES — CHILDREN'S CLOTHES — FABRICS AND HOUSEHOLD REQUIREMENTS IF YOU SHOP DURING WHITES BIRTHDAY CELEBRATIONS



NEW PLYMOUTH



STRATFORD

