

# P. F. COLLINS' WHITE SALE!

## NOW IS YOUR CHANCE TO BUY BARGAINS.

**Big Reductions**  
IN  
**Every Dept.**

Not Shopworn or Surplus Stock, but Specially bought Merchandise that you will be glad to get, so economically priced.

We must reduce our stock before taking inventory, and to that end, we must **REDUCE OUR PRICES.** This great White Sale offers great advantages to St. John's Women.  
EVERY parcel sent home promptly to any place in St. John's.

### FLOUNCING EMBROIDERY,

45 inches wide and beautifully Embroidered with Hemstitched and Scolloped Edges, suitable for Party Dresses and Afternoon Gowns.  
Regular Value, \$2.00 per yard. Sale Price, **\$1.00.**

**Pick of Bargains**  
TO THE  
**Early Shoppers.**

**WHITE MADAPOLAM.**  
Suitable for Ladies' Underwear.  
Pure goods, fine and soft finish.  
Regular 15c. for .....12c.  
Regular 18c. for .....15c.

**WHITE CAMBRIC REMNANTS.**  
American goods, free from dressing and 36 inches wide.  
Regular prices 12c to 18c. yard.  
Selling at one price for 10c. yd.

**WHITE SHIRTING.**  
36 inches wide.  
Has little dressing and for that reason we are selling it for  
5c., 6c. and 8c. per yard.

**WHITE AMERICAN LONGCLOTH**  
36 inches wide.  
Regular 16c. for .....13c.  
Regular 13c. for .....10c.

**SPECIAL: LADIES' & CHILDREN'S WOOLLEN HOSIERY.**  
Splendid quality at Sale Prices.

**CORSET COVER EMBROIDERY.**  
Regular 25c. for .....17c. yard  
Regular 35c. for .....22c. yard

**WHITE TWILL AMERICAN LINEN.**  
Suitable for Ladies' Blouses, Skirts, Costumes, etc.; 36 inches wide.  
Regular price .....25c. yard  
Sale price .....16c. yard

**WHITE LAWN.**  
Regular 14c. to 20c. yard.  
Sale price from 10c. to 14c. yd.

**WHITE TABLE CLOTHS.**  
Hemstitched.  
Regular \$1.50 for .....\$1.55  
Regular \$1.90 for .....\$1.70  
Regular \$2.20 for .....\$1.90

**WHITE CIRCULAR PILLOW COTTON.**  
Regular 25c. to 30c. yard.  
Sale price, 16c. yard

**WHITE VALENCIENNES LACE & INSERTIONS**  
to match.  
From 17c. to 50c. doz.

**WHITE & CREAM FLANNELLETTE.**  
(Remnants.)  
Regular 12c. Now .....8c.  
Regular 15c. Now .....10c.

**WHITE TWILL SHEETING.**  
Regular 30c. Now .....24c.  
Regular 35c. Now .....29c.  
Regular 55c. Now .....44c.

**WHITE MARSELA QUILTS.**  
Regular \$1.80 for .....\$1.60  
Regular \$2.30 for .....\$1.98  
Regular \$2.60 for .....\$2.25

**EMBROIDERY INSERTIONS.**  
To match the above Flouncing.  
Regular 20c. Now .....15c. yard

**WHITE LINEN TORCHON LACE.**  
With Insertion to match.  
From 40c. to 80c. doz.

**WHITE SLEEVE TRIMMING.**  
Regular 25c. Now .....17c. yard  
Regular 30c. Now .....22c. yard

**COTTON REMNANTS.**  
Beautiful goods, free from dressing, and the latest for Blouses, etc. Selling by the pound.

**WHITE VESTS FOR LADIES.**  
Regular 40c. for .....28c.  
Regular 50c. for .....40c.  
Regular 70c. for .....58c.  
Pants to match.

**CREAM DRESS SERGE.**  
Regular 50c. Now .....38c.  
Regular 70c. Now .....50c.

**WHITE TURKISH TOWELS.**  
Regular 20c. each for .....16c.  
Regular 25c. each for .....22c.  
Regular 40c. each for .....30c.

**WHITE LINEN TOWELS.**  
Regular 17c. for 13c.

**D & A CORSETS—WHITE**  
Regular 80c. Now .....70c.  
Regular \$1.00. Now .....88c.  
Regular \$1.60. Now .....\$1.25

Replenish Your Underwear Through the Medium of Our  
**JANUARY WHITE SALE.**

**CORSET COVERS.**  
Nicely trimmed with Lace and Embroidery.  
Regular 40c. White Sale Price .....35c.  
Regular 50c. White Sale Price .....41c.  
Regular 75c. White Sale Price .....63c.  
Regular 90c. White Sale Price .....78c.

**LADIES' KNICKERS.**  
With fine Embroidery and Lace Frills.  
Regular 40c. White Sale Price .....35c.  
Regular 55c. White Sale Price .....48c.  
Regular 65c. White Sale Price .....54c.  
Regular 85c. White Sale Price .....72c.

**NIGHTGOWNS.**  
Yoke trimmed with Embroidery and Lace, with dainty ribbon draw string.  
Regular \$1.30. White Sale Price .....\$1.08  
Regular \$1.70. White Sale Price .....\$1.41  
Regular \$2.40. White Sale Price .....\$1.98

**LADIES' UNDERSKIRTS.**  
With fine Embroidery and Lace trimmed.  
Regular \$1.30. White Sale Price .....\$1.08  
Regular \$1.70. White Sale Price .....\$1.41  
Regular \$2.20. White Sale Price .....\$1.80  
Regular \$2.80. White Sale Price .....\$2.24

**AMERICAN WHITE BLOUSES.**  
Regular \$1.10. White Sale Price .....\$1.00  
Regular \$1.40. White Sale Price .....\$1.20  
Regular \$1.70. White Sale Price .....\$1.60  
**SPECIAL:—MEN'S WOOLLEN SOCKS, at Sale Prices.**


## P. F. COLLINS, 299 and 301 Water Street.

### Stead's Plea for Church Picture Galleries

Instead of Closing up Picture Shows on Sunday the Great Publicist Urged that they be Operated Under Church Auspices.

The British Review of Reviews prints an article, by the late W. T. Stead in which he advocates Sunday Cinema shows under the auspices of the churches. In these he saw a possibility of enormously enlarging the sphere of religious activity and an educational and moral development of the very highest importance.

Taken at its worst, says Mr. Stead, the Cinema provides millions of men, women and children with a means of spending their leisure hours more pleasantly than they used to do ten years ago, with less incitement to extravagance and to vice than either the public house or the music-hall. The Cinema may be, and often is, a temptation to spend time pleasantly which ought to be devoted to study or to social service; but, as all police authorities attest, it has diminished drunkenness and immensely facilitated maintenance of law and order in

**In the Morning**  
  
**Abbey's**  
Keeps the blood cool, sends the busy man to the office with an active brain and the mental and physical power to grasp every problem.  
Two 25c. and 60c. Druggists

parts of an ethical, educational and evangelical service to reach millions who at present never "darken the doors of the house of the Lord." Is it not an almost inconceivable scandal that an opportunity so great should be offered for our acceptance, and that no one from Land's End to John o' Groat's, seems to realize what might be done if the Churches ran the Cinemas on Sunday as part of their regular machinery for reaching and rousing the people?

There are one or two indispensable conditions to be borne in mind before we consider the practical possibilities of a Cinema Sunday Mission. The Cinema should be used, not for the desecration of Sunday, but for its preservation. That entails two things—first, that the Cinema Sunday Mission Services should never be permitted for purposes of commercial or financial gain. Whatever balance, if any, resulting from Sunday Cinema

### A Portrait!

A Portrait to be properly finished and give satisfaction demands the utmost skill of the photographer. Many photographers delight in exaggerating the image, which, when finished, is not a true portrait. A Portrait must show the person as he or she truly is, without any artificial means of beauty, free from skin blemishes with the exception of birthmarks or scars.

We photograph the person truly and retouch in the most approved and up-to-date way. No order too small or too large for our every attention. Call in and we will be only too glad to show you everything—show you photos of people of whom you know. We are specialists in child photography. Send the children along. Photos from Stamps and Buttons up to 12 by 14 inches; all sizes, styles and finishes. Watch our show cases from time to time.

**TOOTON STUDIOS,**  
310 Water St. Central,  
406 Water St. West.  
Houses of superior quality.

shows should be handed over to some recognized local public, religious or charitable use; secondly, while it may be as necessary and as unobjectionable to hire an operator as it is now to hire an organist, no operator already employed for six days a week should be allowed to work on the seventh day; and thirdly, instead of charging so much for admission, as is done on week-days, admission should be given only to those who had bought the Cinema Sunday Program, which would contain, for the information of the folks at home and the refreshment of the memory of the spectator, a popularly written description of the pictures on show. By this means there would be secured the regular distribution of interesting reading matter to a wider public than is reached to-day by any Religious Tract Society, or Society for Promoting Christian Knowledge.

The Sunday Mission being thus financially possible, it is easy to see that a strong and vigorous Church might find it possible to relieve the financial strain upon its poor fund by a subsidy from the Cinema takings. The next question is, whether it would be possible for the Sunday Mission to run as popular, as drawing, as fetching a show as that provided on the week-day for the Cinema crowd. Let us admit at once that there are many of those who go to Cinema shows whom we could not hope to attract by anything we could serve up in the proposed Mission. Comic tomfoolery attracts many, and pictures of crime or of conjugal discord would be ruled out. Those who go to Cinemas solely as they buy a penny dreadful would not attend the Mission. But then, if we allow that they compose the Cinema crowd, there would still remain the other half who would enjoy any show that had plenty of pictures, even if the merely fantastic and sensational films were excluded. There is also, he remembered, a very large public which at present goes regularly neither to church nor to Cinema shows. It is not anti-Christian or irreligious. It would enjoy a good hearty religious

**MINARD'S LINIMENT CURES GARTER IN COWS.**

service devoid of churchiness—we see this in the Wesleyan Mission halls—and it would relish pictures which were seen to be remembered, instead of being shown only to kill the time.

### Dark Days.



There's nothing doing at the park, the bleachers all are bare, the grandstand's empty, cold and dark, no fans are yelling there. Where are the lads, the gifted lads, who lately played the game, and there-by gathered in the seats, and wreathed themselves with fame? Where are the men who brought distress to foes, and won the goal? Ah, some are writing for the press their dreary rignarole; which rignarole, all full of "I's," gives mankind clammy thrills: the baseball lads, if they are wise, would throw away their quills. And some are doing monologues upon the weary stage; attired in circus actors' togs, they earn their winter wage; their monologues are full of "I's," and also full of "me's"; and hearers say, with heartfelt sighs, that something smells of cheese. And some are wrangling loud and long, with energy and fire; one says that 't'other did him wrong, and 't'other calls him lyre. And thus themselves they advertise, as busily as bees, with endless jags of big fat "I's" and wag-ondolls of "me's." Oh, I'll be glad when spring is here, for then the players all, will quit their capers strange and queer, and play the game of ball.

The S. S. Portia left Burgeo at 7 a.m. to-day.  
The S. S. Prospero left Westville at 9 a.m. to-day and is due here tomorrow morning.  
Minard's Liniment for sale every where

### TO-DAY!

CHOICE CHICKEN,  
25c. per lb.

New Palermo Lemons  
Jaffa Oranges  
Navel Oranges  
Florida Oranges  
Valencia Oranges  
Tangerines  
GRAPE FRUIT.  
In fine order, selling cheap.

A Special:  
CARROTS,  
PARSNIPS,  
BEETS,  
10 lbs. for 30c.

TELEPHONE 191.  
**A. E. CANNING**

### EVERY OFFICE MAN

Should enquire about my handy, labor saving, filing devices, at the earliest opportunity. Details gladly supplied. An absolutely new line.

**PERCIE JOHNSON**  
MINARD'S LINIMENT CURES DISTEMPER.

### Have You Read

"LOVE IN PERNICKEY TOWN?"

This is a love story that really is a love story, by one of the master story tellers of the day, S. R. Crockett. Paper 50c, Cloth 70c.

A comfortable chair, a cosy fire, and "Love in Pernickety Town," and you will have four hours of Pure delight. Try it.

### DICKS & Co., Ltd.

Biggest, Brightest and Best Book, Stationary and Fancy Goods Store in the City.

**ST. JOHN'S Agricultural Society!**

**NOTICE re HAY.**  
All members who have ordered Hay from the Society, are requested to deposit their money to pay for same in the Bank of Montreal to the credit of our Hay Sales Account. They will then immediately receive from the Bank a credit certificate to present to our checker, Mr. T. Smyth, at the Dry Dock, and take delivery of their Hay as required on arrival of the s.s. Solway and Morwenna, each week, without delay. All good Hay and every order already shipped. Terms, sight draft; price, cost only. Hay is advancing rapidly in Canada. Secure yours now by paying at the Bank of Montreal to-day.

**HAY CO-OPERATION SALE.**  
**St. John's Agricultural Society.**  
Jan. 13, 16, 18, 20

**MINARD'S LINIMENT RELIEVES NEURALGIA.**