



INFANTS' WEAR.

Large assortments of handsome little Bonnets, Caps, &c., trimmed in various pretty styles with Ribbons, Laces, Chiffon and Fur. The body materials are Bear-skin, Velvet, Silk and Plush.

Reg. 90c.	Sale Price	72c.
Reg. \$1.00.	Sale Price	80c.
Reg. \$1.20.	Sale Price	96c.
Reg. \$1.35.	Sale Price	\$1.08
Reg. \$1.50.	Sale Price	\$1.20
Reg. \$2.00.	Sale Price	\$1.60

Each succeeding day establishes, more than ever, the supreme importance of this Sale. The hundreds who have come and gone away satisfied, have spread the news, till now it seems that all the people in St. John's and neighbourhood know that the greatest White Sale ever attempted in the country is now being held in this store. Most of the best bargains are in small lots, so we do not advertize them. Come to the store, look around and you will find plenty of

Money-saving Items in Every Department.

Grand Display of Dainty Whitewear.

White Cambric Nightdresses.

Dainty effects in various pretty styles, square, round and sailor collars, ribbon and embroidery trimmed.

Reg. 40c.	Sale Price	34c.
Reg. 50c.	Sale Price	42c.
Reg. 60c.	Sale Price	50c.
Reg. 70c.	Sale Price	58c.
Reg. 80c.	Sale Price	66c.
Reg. 90c.	Sale Price	74c.
Reg. 1.00.	Sale Price	82c.
Reg. 1.10.	Sale Price	90c.
Reg. 1.20.	Sale Price	98c.
Reg. 1.30.	Sale Price	1.06
Reg. 1.40.	Sale Price	1.14
Reg. 1.50.	Sale Price	1.22

White Cambric Camisoles.

Various styles, all pretty, trimmed with lace, ribbon and tucks.

Reg. 25c.	Sale Price	20c.
Reg. 35c.	Sale Price	28c.
Reg. 45c.	Sale Price	36c.
Reg. 55c.	Sale Price	44c.
Reg. 65c.	Sale Price	52c.
Reg. 75c.	Sale Price	60c.
Reg. 85c.	Sale Price	68c.
Reg. 95c.	Sale Price	76c.
Reg. 1.05.	Sale Price	84c.
Reg. 1.15.	Sale Price	92c.
Reg. 1.25.	Sale Price	1.00
Reg. 1.35.	Sale Price	1.08
Reg. 1.45.	Sale Price	1.16
Reg. 1.55.	Sale Price	1.24

White Cambric Knickers.

Splendid patterns in English and American makes.

Reg. 40c.	Sale Price	34c.
Reg. 50c.	Sale Price	42c.
Reg. 60c.	Sale Price	50c.
Reg. 70c.	Sale Price	58c.
Reg. 80c.	Sale Price	66c.
Reg. 90c.	Sale Price	74c.
Reg. 1.00.	Sale Price	82c.
Reg. 1.10.	Sale Price	90c.
Reg. 1.20.	Sale Price	98c.
Reg. 1.30.	Sale Price	1.06
Reg. 1.40.	Sale Price	1.14
Reg. 1.50.	Sale Price	1.22

White Cambric Chemises.

Beautiful designs in Swiss Embroidery, many finished with Pink and Blue Draw Ribbon.

Reg. 40c.	Sale Price	34c.
Reg. 50c.	Sale Price	42c.
Reg. 60c.	Sale Price	50c.
Reg. 70c.	Sale Price	58c.
Reg. 80c.	Sale Price	66c.
Reg. 90c.	Sale Price	74c.
Reg. 1.00.	Sale Price	82c.
Reg. 1.10.	Sale Price	90c.
Reg. 1.20.	Sale Price	98c.
Reg. 1.30.	Sale Price	1.06
Reg. 1.40.	Sale Price	1.14
Reg. 1.50.	Sale Price	1.22

LACE CURTAINS.

We expect to do a big business in Lace Curtains. A large consignment has arrived, specially bought for this sale. Many new and attractive patterns in both fine and massive effects are included.

Size 2 1/2 yds. long, 38 ins. wide.	Reg. 40c. pr.	Sale Price	35c.
2 1/2 yds. x 38 in.	Reg. 65c. pair	Sale Price	55c.
2 1/2 yds. x 40 in.	Reg. 75c. pair	Sale Price	65c.
2 1/2 yds. x 42 in.	Reg. 85c. pair	Sale Price	75c.
2 1/2 yds. x 44 in.	Reg. 95c. pair	Sale Price	85c.
3 yds. x 47 in.	Reg. \$1.00 pair	Sale Price	90c.
3 yds. x 50 in.	Reg. \$1.10 pair	Sale Price	1.00
3 yds. x 52 in.	Reg. \$1.20 pair	Sale Price	1.10
3 yds. x 54 in.	Reg. \$1.30 pair	Sale Price	1.20
3 yds. x 56 in.	Reg. \$1.40 pair	Sale Price	1.30
3 yds. x 58 in.	Reg. \$1.50 pair	Sale Price	1.40
3 yds. x 60 in.	Reg. \$1.60 pair	Sale Price	1.50
3 yds. x 62 in.	Reg. \$1.70 pair	Sale Price	1.60
3 yds. x 64 in.	Reg. \$1.80 pair	Sale Price	1.70
3 yds. x 66 in.	Reg. \$1.90 pair	Sale Price	1.80
3 yds. x 68 in.	Reg. \$2.00 pair	Sale Price	1.90
3 yds. x 70 in.	Reg. \$2.10 pair	Sale Price	2.00
3 yds. x 72 in.	Reg. \$2.20 pair	Sale Price	2.10
3 yds. x 74 in.	Reg. \$2.30 pair	Sale Price	2.20
3 yds. x 76 in.	Reg. \$2.40 pair	Sale Price	2.30
3 yds. x 78 in.	Reg. \$2.50 pair	Sale Price	2.40
3 yds. x 80 in.	Reg. \$2.60 pair	Sale Price	2.50
3 yds. x 82 in.	Reg. \$2.70 pair	Sale Price	2.60
3 yds. x 84 in.	Reg. \$2.80 pair	Sale Price	2.70
3 yds. x 86 in.	Reg. \$2.90 pair	Sale Price	2.80
3 yds. x 88 in.	Reg. \$3.00 pair	Sale Price	2.90
3 yds. x 90 in.	Reg. \$3.10 pair	Sale Price	3.00
3 yds. x 92 in.	Reg. \$3.20 pair	Sale Price	3.10
3 yds. x 94 in.	Reg. \$3.30 pair	Sale Price	3.20
3 yds. x 96 in.	Reg. \$3.40 pair	Sale Price	3.30
3 yds. x 98 in.	Reg. \$3.50 pair	Sale Price	3.40
3 yds. x 100 in.	Reg. \$3.60 pair	Sale Price	3.50

Fancy Tea Tray and Table Cloths.

Tray Cloths.

Linen, trimmed with embroidery, lace, hemstitching, &c.; all regular sizes.

Reg. 45c. ea.	Sale Price	38c.
Reg. 55c. ea.	Sale Price	46c.
Reg. 65c. ea.	Sale Price	54c.
Reg. 75c. ea.	Sale Price	62c.
Reg. 85c. ea.	Sale Price	70c.
Reg. 95c. ea.	Sale Price	78c.
Reg. 1.05 ea.	Sale Price	86c.
Reg. 1.15 ea.	Sale Price	94c.
Reg. 1.25 ea.	Sale Price	1.02
Reg. 1.35 ea.	Sale Price	1.10
Reg. 1.45 ea.	Sale Price	1.18
Reg. 1.55 ea.	Sale Price	1.26

Table Centres.

Very pretty designs in Linen, trimmed with lace and embroidery.

Reg. 25c. each.	Sale Price	20c.
Reg. 40c. each.	Sale Price	34c.
Reg. 50c. each.	Sale Price	44c.
Reg. 60c. each.	Sale Price	54c.
Reg. 70c. each.	Sale Price	64c.
Reg. 80c. each.	Sale Price	74c.
Reg. 90c. each.	Sale Price	84c.
Reg. 1.00 each.	Sale Price	94c.
Reg. 1.10 each.	Sale Price	1.04
Reg. 1.20 each.	Sale Price	1.14
Reg. 1.30 each.	Sale Price	1.24
Reg. 1.40 each.	Sale Price	1.34
Reg. 1.50 each.	Sale Price	1.44

Sideboard Covers.

Tamboured Muslin, lace trimmed, linen, &c.; all sizes.

Reg. 45c. ea.	Sale Price	38c.
Reg. 55c. ea.	Sale Price	46c.
Reg. 65c. ea.	Sale Price	54c.
Reg. 75c. ea.	Sale Price	62c.
Reg. 85c. ea.	Sale Price	70c.
Reg. 95c. ea.	Sale Price	78c.
Reg. 1.05 ea.	Sale Price	86c.
Reg. 1.15 ea.	Sale Price	94c.
Reg. 1.25 ea.	Sale Price	1.02
Reg. 1.35 ea.	Sale Price	1.10
Reg. 1.45 ea.	Sale Price	1.18
Reg. 1.55 ea.	Sale Price	1.26

Duchesse Sets.

4 pieces in each set, various pretty makes; linen and lace trimmed.

Reg. 40c. set.	Sale Price	34c.
Reg. 50c. set.	Sale Price	44c.
Reg. 60c. set.	Sale Price	54c.
Reg. 70c. set.	Sale Price	64c.
Reg. 80c. set.	Sale Price	74c.
Reg. 90c. set.	Sale Price	84c.
Reg. 1.00 set.	Sale Price	94c.
Reg. 1.10 set.	Sale Price	1.04
Reg. 1.20 set.	Sale Price	1.14
Reg. 1.30 set.	Sale Price	1.24
Reg. 1.40 set.	Sale Price	1.34
Reg. 1.50 set.	Sale Price	1.44

QUILTS.

Exceptional good buying opportunities in White Quilts of all descriptions—Honey Combed, Marcella, Grecian, Scottish and other popular makes—all marked at prices that will claim the attention of every housekeeper.

Immense Reductions on Blouse and Shirt Waists.



We have been told that we have the prettiest collection of Blouses and Shirtwaists in the city. Clearing prices have been marked on all our Muslin, Lawn and Linen Blouses and Shirtwaists. These are all becomingly trimmed with Silk, Lace and Embroidery; all of the styles are up to date. It is not often that you get such a chance. A pretty Waist at less than half. Look at these prices

Reg. \$1.50	Reg. \$1.60	Reg. \$1.50	Reg. \$3.00	Reg. \$2.00	Reg. \$2.85
to \$2.50 values	and \$1.75 values	to \$1.85 values	values for	values for	and \$3.10 values
for	for	for	for	for	for
80c.	96c.	\$1.00.	\$1.20.	\$1.40.	\$1.52.

Stylish Corsets Radically Reduced.

Savings of one quarter to one-third on excellent Corsets, in a variety of good new models are made very easy of attainment during this White Sale.

There's no article of a woman's apparel that lends so much to her appearance as a Corset. A good fitting Corset is absolutely essential to a good figure. The Corsets we carry are makes that have given perfect satisfaction for many years. For this sale we include some of the latest models for Spring 1914. You gain a decided advantage by buying your Corset needs now.

La Diva Corsets.

Self-Reducing Belts, adjustable, absolutely guaranteed; 6 garters. Reg. \$3.55 and \$4.10 pair. Sale Price

\$2.50.

D & A Corsets.

All styles, all sizes.

Reg. 75c. pair.	Sale Price	68c.
Reg. \$1.00 pair.	Sale Price	89c.
Reg. \$1.40 pair.	Sale Price	\$1.25
Reg. \$1.70 pair.	Sale Price	\$1.55
Reg. \$1.85 pair.	Sale Price	\$1.67
Reg. \$2.25 pair.	Sale Price	\$2.03
Reg. \$2.70 pair.	Sale Price	\$2.40

\$1.99.

La Gracieuse Corsets.

Long hips, medium busts, 4 garters, abdominal belts; sizes 19 in. to 26 in. Reg. \$1.00 pair. Sale Price

89c.

Nemo Corsets.

The best models for stout people, abdominal supporting straps, in various styles.

Reg. \$4.00 pair.	Sale Price	\$3.55
Reg. \$4.50 pair.	Sale Price	\$3.95
Reg. \$5.00 pair.	Sale Price	\$4.35
Reg. \$6.00 pair.	Sale Price	\$5.35

White Flette Nightdresses.

Made in different styles, sailor and low necks, pretty silk embroidery effects on yokes and sleeves; all sizes.

Reg. 85c. ea.	Sale Price	68c.
Reg. 95c. ea.	Sale Price	76c.
Reg. \$1.25 ea.	Sale Price	\$1.00
Reg. \$1.80 ea.	Sale Price	\$1.50
Reg. \$2.00 ea.	Sale Price	\$1.60
Reg. \$2.50 ea.	Sale Price	\$2.05

Scotch Wincey Nightdresses.

Wincey Nightdresses, various styles and sizes.

Reg. \$2.60.	Sale Price	\$2.13
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Flette Chemises.

Trimmed with embroidery, lace and tucks.

Reg. 50c. ea.	Sale Price	40c.
Reg. 75c. ea.	Sale Price	60c.
Reg. \$1.25 ea.	Sale Price	\$1.00

"Blaxella" Nightdresses.

"Blaxella" Nightdresses, all wool, guaranteed unshrinkable; round and square neck styles.

Reg. \$5.75 ea.	Sale Price	\$3.45
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Flette Knickers.

Reg. 45c. pr. Sale Price 35c.

Reg. 50c. pr.	Sale Price	40c.
Reg. 75c. pr.	Sale Price	60c.
Reg. 80c. pr.	Sale Price	64c.
Reg. \$1.00 pr.	Sale Price	\$0.80

CHILDREN'S WHITEWEAR.

This sale offers extraordinary money-saving chances on Children's Whitewear and Underwear. The qualities and styles represented here at such low prices should cause every mother to consider whether it is worth the time, trouble and expense to make up garments. In every instance during this great sale you save

10 to 20 per ct.

on your children's clothes.

INFANTS' PINAFORES.

Regular 20c. each.	Sale Price	16c.
Regular 30c. each.	Sale Price	25c.
Regular 45c. each.	Sale Price	38c.
Regular 60c. each.	Sale Price	50c.
Regular 90c. each.	Sale Price	76c.

Sheets, Sheeting.

WHITE SHEETS.

Size 68 x 81 ins.	Reg. \$1.55 pair.	Sale Price	\$1.23
Size 68 x 90 ins.	Reg. \$1.85 pair.	Sale Price	\$1.47
Size 72 x 90 ins.	Reg. \$2.50 pair.	Sale Price	\$2.10
Size 81 x 99 ins.	Reg. \$4.50 pair.	Sale Price	\$3.75
Size 81 x 99 ins.	Reg. \$5.00 pair.	Sale Price	\$4.25

WHITE TWILL SHEETING.

Width 68 in.	Reg. 30c. yard.	Sale Price	26c.
Width 68 in.	Reg. 35c. yard.	Sale Price	30c.
Width 80 in.	Reg. 50c. yard.	Sale Price	44c.
Width 90 in.	Reg. 75c. yard.	Sale Price	66c.

PLAIN WHITE SHEETING.

Width 72 in.	Reg. 40c. yard.	Sale Price	35c.
Width 72 in.	Reg. 45c. yard.	Sale Price	40c.
Width 80 in.	Reg. 60c. yard.	Sale Price	53c.
Width 90 in.	Reg. 70c. yard.	Sale Price	60c.

TABLE LINENS.

LINENS YOU CAN TRUST.

When you find goods that you can trust, you have gone a long way towards being satisfied. To satisfy folks with Linens has long been a success with us. This Sale offers you a real opportunity to save on Reliable Linens.

WHITE DAMASK TABLE CLOTHS.

Size 2 x 2 1/2 yards.	Reg. \$1.25.	Sale Price	\$1.05
Size 2 x 2 1/2 yards.	Reg. \$1.75.	Sale Price	\$1.47
Size 2 x 3 yards.	Reg. \$2.20.	Sale Price	\$1.90
Size 2 x 2 1/2 yards.	Reg. \$3.75.	Sale Price	\$3.75

HEMMED TABLE CLOTHS.

Size 51 x 79 in.	Reg. \$1.00 each.	Sale Price	85c.
Size 2 x 2 1/2 yds.	Reg. \$2.00 each.	Sale Price	\$1.68
Size 2 x 2 1/2 yds.	Reg. \$2.75 each.	Sale Price	\$2.25
Size 2 x 2 1/2 yds.	Reg. \$4.50 each.	Sale Price	\$3.75
Size 2 x 2 1/2 yds.	Reg. \$5.75 each.	Sale Price	\$4.90
Size 63 x 63 in.	Reg. \$2.00 each.	Sale Price	\$1.68
Size 70 x 106 in.	Reg. \$3.75 each.	Sale Price	\$4.00

TABLE NAPKINS.

Regular
