

# THE EVENT of the MONTH OUR January White Sale.



IT PAYS TO PAY CASH

WE SELL FOR LESS

## Centre Cloths.

A very pretty assortment in Irish Linen, embroidered in fast blue washing linen, square cut, large and small sizes measuring from 12 x 12 to 36 x 36.

- Reg. 60c. White Sale Price . . . . . 49c.
- Reg. 90c. White Sale Price . . . . . 78c.
- Reg. \$1.00. White Sale Price . . . . . 81c.
- Reg. \$1.60. White Sale Price . . . . . \$1.23
- Reg. \$2.00. White Sale Price . . . . . \$1.63

## TEA CLOTHS

Perhaps the daintiest yet. We have a magnificent stock in white linen and fine Damask, the former showing some very nice embroidery and open work effect, hem-stitched border.

- Reg. 45c. White Sale Price . . . . . 36c.
- Reg. 50c. White Sale Price . . . . . 40c.
- Reg. 65c. White Sale Price . . . . . 54c.
- Reg. 90c. White Sale Price . . . . . 78c.
- Reg. \$1.10. White Sale Price . . . . . 94c.
- Reg. \$1.40. White Sale Price . . . . . \$1.12



## Tray Cloths.

We have a very neat assortment of these in White Linen, prettily embroidered and hemstitched; others in fine quality English Damask, and others again in plain White Cotton, which we sell.

- Reg. 15c. White Sale Price . . . . . 12c.
- Reg. 20c. White Sale Price . . . . . 16c.
- Reg. 40c. White Sale Price . . . . . 32c.
- Reg. 50c. White Sale Price . . . . . 40c.
- Reg. 70c. White Sale Price . . . . . 57c.
- Reg. 90c. White Sale Price . . . . . 78c.
- Reg. \$1.50. White Sale Price . . . . . \$1.20

## White Table Cloths.

An extra cloth is always required, see our showing of pure White Damask Cloths, hemmed ready for use, made from reliable English Damask, beautifully figured cloths are here to suit every purse, as can be seen from our extensive assortment.

- Reg. 90c. White Sale Price . . . . . 73c.
- Reg. \$1.30. White Sale Price . . . . . \$1.00
- Reg. \$1.60. White Sale Price . . . . . \$1.29
- Reg. \$2.20. White Sale Price . . . . . \$1.80
- Reg. \$2.50. White Sale Price . . . . . \$2.05
- Reg. \$3.50. White Sale Price . . . . . \$2.88

## PILLOW SLIPS.

We are well stocked in these showing plain, figured, embroidered and hemstitched; sizes arranged ranging from 18 x 28 to 21 x 33; if pillow slips are amongst your wants come right down and secure a year's supply, we have a surprise for you in value here.

- Reg. 25c. White Sale Price . . . . . 20c.
- Reg. 30c. White Sale Price . . . . . 24c.
- Reg. 35c. White Sale Price . . . . . 28c.
- Reg. 40c. White Sale Price . . . . . 32c.
- Reg. 55c. White Sale Price . . . . . 44c.

## Reap the benefits of this Great Sale.

COME EARLY.—Promptness will be essential if you wish to avoid disappointment, and any inconvenience it may cause you will be amply repaid by the economies gained. See the nice soft wash fabrics, in all their newness and freshness, and the hundreds of ready-to-wear garments in all White, all so extensively and widely varied that each finds that which is especially sought and desired and marked lower than ever before.

**CASH ONLY. Absolutely NO Charging.**

## Summer Wash Goods ENGLISH & AMERICAN WHITE DRESS MATERIALS, 19c



This lot includes all our regular lines up to 25c. per yard; such materials as Cotton, Voiles, Cotton Crepe Cloths, Piques, Brilliant Spot Muslins and Cross-Barred Muslins, etc. Many of these shown now for the first time. If you want Summer Dresses for yourself or the girls, now is the time. Reg. up to 25c. yard. White Sale Price . . . 19c

## TRABALCO CLOTH 22 cts.

The queen of all wash goods, nice silk finish, showing silk spots, stripes and pretty sprays; washes and retains its lustrous surface, wears unusually well; 27 inches wide, for Ladies' and Children's Dresses and Blouses and all summer apparel. Our special price for this material during White Sale is, per yard . . . . . 22c

## American DRESS MUSLINS, 11c

About 40 pieces in this lot, including sheen finish spots and stripes, brilliants and cross-barred Muslins. Usually sold at 14c. yard. White Sale Price . . . 11c

## American WASH GOODS, 14c

35 pieces in the range, large and small spot effects, fancy floral and sprays and extra fine checks. All these are part of special purchase direct from factory. Special White Sale Price . . . 14c per yard . . . . . 14c

## Shower O' Hail MUSLINS, 16c. Extra Quality.

28 pieces here, assorted spots, and others in figured, 27 inches wide; these would make lasting "make up" for the girls for summer wear. Reg. up to 22c. White Sale Price, per yard . . . . . 16c

## Sideboard Cloths.

A great variety of makes in White Linen, nice hemstitched border, prettily embroidered centres, and others with handsome openwork effect; Sideboard Cloths for everybody.

- Reg. 45c. White Sale Price . . . . . 36c.
- Reg. 50c. White Sale Price . . . . . 40c.
- Reg. 60c. White Sale Price . . . . . 48c.
- Reg. 70c. White Sale Price . . . . . 57c.
- Reg. 90c. White Sale Price . . . . . 73c.

## WHITE SHEETS.

A great time to renew your bed linens is during our White Sale, great savings apparent everywhere, especially on Sheets, we are overstocked and intend to unload at lower than usual low prices, best quality English Sheetings, hemmed ready for use; the better grades have hemstitched ends.

- Reg. \$1.50 pair. White Sale Price . . . \$1.23
- Reg. \$2.00 pair. White Sale Price . . . \$1.68
- Reg. \$2.40 pair. White Sale Price . . . \$2.05
- Reg. \$2.80 pair. White Sale Price . . . \$2.25
- Reg. \$3.30 pair. White Sale Price . . . \$2.44

## TUCKED LAWNS.

Hundreds of yards to pick from, plain cluster tucks, others with fine Swiss insertion and tucks, made on best quality cloth, widths up to 39 inches.

- Reg. 25c. White Sale Price . . . . . 20
- Reg. 30c. White Sale Price . . . . . 24
- Reg. 35c. White Sale Price . . . . . 28
- Reg. 40c. White Sale Price . . . . . 32
- Reg. 45c. White Sale Price . . . . . 36

## Great Value in Towels.

40 dozen of assorted sizes, in best quality White Turkish; these are all new, bought specially for this Great White Sale and marked lower than usual.

- Reg. 30c. each. White Sale Price 26c.
- Reg. 35c. each. White Sale Price 28c.
- Reg. 45c. each. White Sale Price 37c.
- Reg. 65c. each. White Sale Price 57c.

## Ladies' White Wool Gloves.

Two makes in this lot, fine Violella Wool and a Silk and Wool mixture; perfect washing Gloves, closely woven. Reg. up to 60c. White Sale Price . . . . . 48c

## NAINSOOKS.

Beautiful sheer surface, widths up to 39 inches; new arrivals, showing finer textures than ever.

- Reg. 25c. White Sale Price . . . . . 20c.
- Reg. 30c. White Sale Price . . . . . 24c.
- Reg. 35c. White Sale Price . . . . . 28c.
- Reg. 40c. White Sale Price . . . . . 32c.
- Reg. 45c. White Sale Price . . . . . 36c.

## "India Linon"

Per yard, 8 1-2 cts.

36 inches wide, beautiful sheer surface, finer than the usual Lawns; used extensively in Canada and the United States and made popular by its usefulness and low prices. Special for White Sale, yard . . . . . 82

## Picture to-night a Field of Snowy White 'I will give you an idea of our Popular SHOWROOM now arrayed in White

With a generous assortment of Ladies' and Misses' light apparel—Corset Covers, Camisoles, Chemises, Knickers, Princess Slips, Nightgowns, Underskirts, etc., of beautiful fine White Muslin, Longcloth and Lawn, exquisitely fashioned and trimmed with Embroidery and Lace. Every garment perfect in cut and finish, and all featured at special prices during White Sale.

## Children's White Dresses.

A very special lot of dainty White Dresses trimmed with embroidery and insertion, lace edging at neck and sleeves, low neck and 3/4 sleeves, sizes to fit girls from 2 to 14 years. Reg. up to \$1.60. White Sale Price . . . . . \$1.18

## Underskirts.

Swift and sure cuts are to be found here, even the cheaper grades compel your attention, they are so dainty and made of such good quality; nice deep embroidery edge, faultlessly cut; the better grades are also marked to the lowest during this White Sale.

- Reg. 95c. White Sale Price . . . . . 76
- Reg. \$1.30. White Sale Price . . . . . \$1.09
- Reg. \$1.70. White Sale Price . . . . . \$1.44
- Reg. \$2.00. White Sale Price . . . . . \$1.70
- Reg. \$2.50. White Sale Price . . . . . \$1.92
- Reg. \$3.30. White Sale Price . . . . . \$2.48

## Nightdresses.

The best in English and American makes, high and low necks, nicely trimmed, some with ribbon beading and handsome embroidery neck, made from excellent quality lawns and long cloths; the best assortment we have yet shown and such a range of prices making it possible for everybody to get a share of the offerings.

- Reg. 70c. White Sale Price . . . . . 60
- Reg. \$1.10. White Sale Price . . . . . 96
- Reg. \$1.40. White Sale Price . . . . . \$1.16
- Reg. \$1.60. White Sale Price . . . . . \$1.40
- Reg. \$2.50. White Sale Price . . . . . \$1.92

## Camisoles.

The daintiest and most up to date conceptions are to be found in our Showroom in Ladies' Camisoles, beautifully finished, lawns and long cloths with ribbon beading, etc.

- Reg. 30c. White Sale Price . . . . . 23
- Reg. 40c. White Sale Price . . . . . 32
- Reg. 60c. White Sale Price . . . . . 52
- Reg. 90c. White Sale Price . . . . . 83
- Reg. \$1.10. White Sale Price . . . . . 96
- Reg. \$1.30. White Sale Price . . . . . \$1.48

## Lawn Blouses.

Dainty conceptions in smart well-made Blouses of fine White Lawn quality. Now is a great time to lay in your stock of Summer Blouses. Think of the saving it means. What you economize on one helps to buy another. 3 Specials for this week.

- Reg. up to 90c. White Sale Price . . . . . 69c.
- Reg. up to \$1.20. White Sale Price . . . . . 89c.
- Reg. up to \$1.80. White Sale Price . . . . . \$1.29

## White Voile Blouses.

Greater reductions than ever on dainty Snow White Blouses, exquisite styles and faultless trimmings; lots of these advance styles for Summer 1915. New York styles, correctly sized; 34 to 44 inch bust.

- Reg. \$2.40. White Sale Price . . . . . \$1.80
- Reg. \$2.70. White Sale Price . . . . . \$1.99
- Reg. \$3.00. White Sale Price . . . . . \$2.20
- Reg. \$3.30. White Sale Price . . . . . \$2.40
- Reg. \$3.60. White Sale Price . . . . . \$2.70

## Skirt Embroidery

Our stock of Skirt Embroideries is very pretty, handsome patterns; widths up to 45 inches.

- Reg. 45c. White Sale Price . . . . . 38c.
- Reg. 50c. White Sale Price . . . . . 42c.
- Reg. 60c. White Sale Price . . . . . 48c.

## Ladies' COLLARS.

Values 60c. for 35c. White Pique, Coat Collars, Sailor Collars, round Peter Pan, trimmed with lace and insertion, and others in long fish style. Values to 60c. White Sale Price . . . . . 35c



## CAMISOLE EMBROIDERY.

Dainty patterns on fine White Lawn and Longcloths, with beading at top and waist line; regular Camisole widths.

- Reg. 30c. White Sale Price . . . . . 25c.
- Reg. 45c. White Sale Price . . . . . 36c.
- Reg. 60c. White Sale Price . . . . . 52c.
- Reg. 70c. White Sale Price . . . . . 60c.

## ALL-OVER EMBROIDERY.

Widths from 18 to 54 inches; made from best quality Muslin and fine Longcloths; dainty patterns.

- Reg. 25c. White Sale Price . . . . . 20c.
- Reg. 55c. White Sale Price . . . . . 54c.
- Reg. 75c. White Sale Price . . . . . 64c.
- Reg. 1.10. White Sale Price . . . . . 84c.
- Reg. 1.30. White Sale Price . . . . . 1.08

## BOLSTER CASES, 48 cts.

We have these in plain and frilled ends, made of best English Pillow Cotton, sizes 20 x 60; well made. Reg. 60c. White Sale Price . . . . . 48c



## Man Killed

**WHILE FELLING TREES.**  
Deputy Minister of Justice Hutchings has received word from Curling to the effect that Edward Lilly had met with an accident on Saturday last and died as a result of the injuries received. He was in the woods felling trees and suddenly a tree snapped and fell across Lilly, who was picked up some time afterwards in an unconscious condition and attended by a doctor, but the unfortunate man's injuries were so serious that he died within a few hours.

## Belgian Relief Fund.

The Treasurer (Mrs. J. A. Cliff, 300 Military Road) begs to acknowledge receipt of the following donations towards above Fund, viz.:

Amount acknowledged . . . . .	\$2063 20
Proceeds collection at Song Service, Twillingate N. S. . . . .	24 50
Woman's Patriotic Association, Harbor Main . . . . .	10 00
Wm. Samson (Violet), Flat Island, B.E. . . . .	5 00
Church collection from New Harbour Mission, per Rev. T. W. Upward . . . . .	10 00
Helen and Owen Shears . . . . .	10 00
A Friend . . . . .	2 40
E. T. C. . . . .	1 00
Mrs. James Ryan . . . . .	20 00
Mrs. Daniel Ryan . . . . .	20 00
Mrs. J. F. Parker . . . . .	10 00
From 23 subscribers, Southern Arm, New Bay, N. D. B. per Mrs. George Tucker . . . . .	11 00
Woman's Patriotic Association, Ladle Cove, Pogo . . . . .	30 00
Methodist Sunday School, Musgrave Town, B. B. per Elias Brown, Superintendent . . . . .	6 00
Mrs. H. E. French, Main Point, Gander Bay . . . . .	3 00
Mrs. James French, Main Point, Gander Bay . . . . .	1 00
Elsie French, Main Point, Gander Bay . . . . .	1 00
	\$2217 70

One parcel of clothing from three Show Room Girls. A. CLIFF, Treasurer.

January 16th, 1915.  
N.B.—Out of the above amount \$300 has been forwarded to the Belgian Minister in London and acknowledged with grateful thanks.

## Wedding Bells.

The residence of Mr. Philip Corbett, Otterbury, C.B., was the scene of a very pretty wedding on the 13th inst., when his daughter, Miss Alice, became the happy bride of Mr. Michael Fitzgerald. Rev. Dr. Murphy tied the nuptial knot and presided at the wedding banquet. The bride was attended by her sister, Miss Nellie Corbett, the duties of best man being ably performed by Edward, brother of the groom. After a few hours, very enjoyably spent, at the home of the brides parents, the whole party drove to Fitzgerald's beautiful cottage (on the bank of South River) where a sumptuous repast was partaken of, after which music, song and dance became the order of the night and was freely indulged in by young and old. The groom is the son of Mr. Ed. Fitzgerald, partner in the fishing firm of Edward Fitzgerald & Sons, whose energy and perseverance have won for them a foremost place in the ranks of our successful Labrador planters. The numerous and costly presents which the young couple were recipients of, bore testimony of their popularity and the esteem in which they are held. Mr. and Mrs. Fitzgerald will shortly move into their future home (Riverview) an elegant cottage at the foot of North River, carrying with them the sincere wishes of hosts of friends for a long and happy voyage on the matrimonial ocean.—Com.  
North River, C.B.  
Jan. 14th, 1915.

## Noted Fish Killer

GETTING READY.

Banking masters Lewis and Kennedy, of Holyrood, are now preparing for the season's fishery and will sail on their spring trips about the middle of next month. The auxiliary Metamora, owned by Capt. Lewis, is now being overhauled in dry dock, while Capt. Kennedy's vessel is being put in readiness at Fortune.

## Volunteers on Parade.

Yesterday morning the Second Contingent, numbering 400, under command of Capt. A. E. Ayre, held another church parade, the various sections attending service at St. Thomas's, R. C. Cathedral, Gower Street and the Kirk. After service the battalion paraded through some of the principal streets before returning to the C. L. B. Armoury. The military appearance of the Volunteers was favourably commented on.

## Cape Report.

Special to Evening Telegram.  
CAPE RACE, To-day.  
Wind E.N.E., light, weather dull; slob ice about seven miles off. The s.s. Sagona passed west Saturday, s.s. Fortia and s.s. Mongolian west yesterday, nothing sighted to-day, Bar 29.88; ther. 25.

**FREE TO ALL SUFFERERS**  
FROM RHEUMATISM, NEURALGIA, MIGRAINE, BRUISES, BURNS, SCALDS, AND ALL AFFECTIONS OF THE SKIN.  
THE NEW FRENCH REMEDY, "FRENCH THERAPY"  
"FRENCH THERAPY" is a powerful and reliable remedy for all the above mentioned ailments. It is a French preparation, and is sold in all the leading chemists and druggists. Send stamp addressed to Dr. LECHE, 10, St. James Street, London, W. for a free trial of this remedy. Price 2/6. LEADING CHEMISTS.