

SPORTS!

in winter, Skating, one by spending as

GOODS.

from 50c. to \$1.50.

to a special Lumber-Moccasins, genuine

for 4 people; strong \$3.25

ware Dept.

Naval

Cigarettes in attractive series, are moment, of leading

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broken lines, odds and for this Sale. 25 cts. will emphatic regarding the \$1.00 will do the work sharing in this great out-

ach25c.
Men's Hose25c.
Socks25c.
Shirts25c.
Ties25c.
Belts25c.
Hats25c.
Hoods25c.
Gloves25c.
Suits25c.
Department of Ladies' Blouses25c. each up to \$5.00 each up to \$1.20. Now, 60c. from \$3.50 up to \$5.50 up to \$1.48

Skirts50c. each up to \$1.20. Now, 60c. from \$3.50 up to \$5.50 up to \$1.48

Co., Ltd.,

g Telegram

2nd WEEK of our Successful

WHITE SALE

Additional Attractions to make this week even more Successful.



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 Price45c.
- Reg. 90c. White Sale Price70c.
- Reg. \$1.00. White Sale Price85c.
- Reg. \$1.50. White Sale Price\$1.25
- Reg. \$2.00. White Sale Price\$1.65

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, hemstitched border.

- Reg. 45c. White Sale Price30c.
- Reg. 50c. White Sale Price40c.
- Reg. 65c. White Sale Price54c.
- Reg. 90c. White Sale Price70c.
- Reg. \$1.10. White Sale Price91c.
- 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 Price12c.
- Reg. 20c. White Sale Price16c.
- Reg. 40c. White Sale Price30c.
- Reg. 50c. White Sale Price40c.
- Reg. 70c. White Sale Price57c.
- Reg. 90c. White Sale Price70c.
- Reg. \$1.50. White Sale Price\$1.20

White Table Cloths.

An extra cloth is always required, see our showing of pure White Damask Cloth, 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 Price70c.
- Reg. \$1.20. White Sale Price\$1.00
- Reg. \$1.60. White Sale Price\$1.39
- Reg. \$2.20. White Sale Price\$1.80
- Reg. \$2.50. White Sale Price\$2.05
- Reg. \$3.50. White Sale Price\$2.58

PILLOW SLIPS.

We are well stocked in these showing plain, fringed, embroidered and hemstitched, sizes are varied 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 Price20c.
- Reg. 30c. White Sale Price24c.
- Reg. 35c. White Sale Price28c.
- Reg. 40c. White Sale Price32c.
- Reg. 55c. White Sale Price44c.

Reap the benefits of this Great Sale.

The Ladies of St. John's have responded to this Sale with even greater enthusiasm than we ever anticipated. Such vigorous price-cutting could not be without its far-reaching effect.

Remember, everything in this Store in White Goods is reduced considerably, and these reductions help to make your dollar's worth more than par value. Don't delay. Last week's early shoppers reaped the benefits of first choosing.

CASH ONLY. Absolutely NO Charging.

All Kinds of WHITE QUILTS at Special reduced Prices. Big economies here.

SHEETINGS.

30 pieces of pure White Sheetings, plain and twilled, best English manufacture; we were always renowned for value in this section; the following values will add further laurels to our fame.

- Reg. 50c. White Sale Price40c.
- Reg. 60c. White Sale Price52c.
- Reg. 70c. White Sale Price59c.
- Reg. 80c. White Sale Price68c.

HONEY COMB QUILTS.

Pure White, finished with heavy knotted fringe, real heavy quality and such a range of prices brings the assortment within everybody's reach; to fit small and large beds.

- Reg. \$1.40. White Sale Price\$1.12
- Reg. \$2.90. White Sale Price\$2.49
- Reg. \$3.20. White Sale Price\$2.69
- Reg. \$3.50. White Sale Price\$2.88

GRECIAN QUILTS

The wearing quality of these cannot be denied, even the lower priced quilts give surprising wear; pure White finish, nicely embossed patterns.

- Reg. \$1.80. White Sale Price\$1.49
- Reg. \$3.80. White Sale Price\$3.12
- Reg. \$5.00. White Sale Price\$4.09

MARCELLA QUILTS.

'Tis money well spent when you buy one of these Quilts no matter at what price, even the cheaper grades give excellent wear, running through the assortment are some very handsome designs to take your fancy; assorted sizes for single and double beds.

- Reg. \$2.25. White Sale Price\$1.85
- Reg. \$2.50. White Sale Price\$2.05
- Reg. \$3.00. White Sale Price\$2.44
- Reg. \$3.30. White Sale Price\$2.64

Lace Bed Spreads.

A dainty addition to the bedroom would be one of these pretty lace bed spreads, 11-4 size; washes perfectly; pretty designs. **\$4.95**

LACE CURTAINS.

No better time to buy these than now, and the patterns are all new and so pretty. Fine net centres and handsome scroll or floral borders; bought from reliable makers and guaranteed best possible values. We were fortunate in securing such a handsome aggregation at this time of the year.

- Reg. \$1.50 pair. White Sale Price\$1.25
- Reg. \$2.00 pair. White Sale Price\$1.65
- Reg. \$2.70 pair. White Sale Price\$2.16
- Reg. \$3.30 pair. White Sale Price\$2.64
- Reg. \$4.00 pair. White Sale Price\$3.12
- Reg. \$5.00 pair. White Sale Price\$4.00

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 Price36c.
- Reg. 50c. White Sale Price40c.
- Reg. 60c. White Sale Price48c.
- Reg. 70c. White Sale Price57c.
- Reg. 90c. White Sale Price70c.

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\$2.24
- Reg. \$3.30 pair. White Sale Price\$2.44

TUCKED LAWN.

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 Price20
- Reg. 30c. White Sale Price24
- Reg. 35c. White Sale Price28
- Reg. 40c. White Sale Price32
- Reg. 45c. White Sale Price36

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 Kid Elbow Gloves, 12 & 16 button length.

If you require elbow length Gloves have a look at this lot, best quality White Kid, our regular lines up to \$1.40. Special White Sale Price 98c

"INDIA LINON" per yd, 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

EMBROIDERY and INSERTION to match.

You often want these. They come in fine White Muslin and best Longcloth, assorted widths; lots of new patterns. Special prices during White Sale.

- Reg. 10c. White Sale Price 8c.
- Reg. 15c. White Sale Price 12c.
- Reg. 20c. White Sale Price 16c.
- Reg. 25c. White Sale Price 20c.



CAMISOLE EMBROIDERY.

Dainty patterns on fine White Lawn and Longcloth, 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 64c.
- Reg. 1.10. White Sale Price 84c.
- Reg. 1.30. White Sale Price 1.08

ALL-OVER EMBROIDERY.

Widths from 18 to 54 inches; made from best quality Muslin and fine Longcloth; 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

LADIES, NOW IS THE TIME

to buy your SUMMER DRESSES.

It will pay to have a look at the handsome range we have displayed during our White Sale. Values were never better, nor reductions ever greater, on such excellent Dresses. These Dresses come in White Muslin, Voile, Ratine and Embroidery, beautifully trimmed.

- Reg. \$3.00. White Sale Price \$2.00
- Reg. \$5.00. White Sale Price \$3.95
- Reg. \$6.00. White Sale Price \$4.50
- Reg. \$7.00. White Sale Price \$5.00
- Reg. \$8.00. White Sale Price \$6.00
- Reg. \$10.00. White Sale Price \$6.50
- Reg. \$14.00 to \$17.00. White Sale Price \$10.00



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 \$1.50
- Reg. \$2.70. White Sale Price \$1.90
- Reg. \$3.00. White Sale Price \$2.30
- Reg. \$3.30. White Sale Price \$2.40
- Reg. \$3.60. White Sale Price \$2.70

Silk Embroidered DRESS NET.

A variety of prettily Embroidered Dress Nets, 40 inches wide. Being heavily embroidered it has a nice clinging effect when made up. **75c**

Ladies' COLLARS.

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



War News.

Messages Received Previous to 9 a. m.

OFFICIAL.

LONDON, Jan. 22.

The Governor, Newfoundland: The French Government reports progress in Champagne. An ammunition depot of the enemy has been exploded in the Argonne. An important German attack has been repulsed and German trenches carried near St. Mihiel.

The Russian Government reports that the enemy have evacuated Skempe, thirty-four miles east of Thorn, in face of the Russian offensive; it also reports further successes in Bukovina.

GERMAN ZEPPELIN SIGHTED.

LONDON, Jan. 22. A German Zeppelin was sighted at Cromer, England, to-night, but did not drop any bombs.

AUSTRIAN PEACE ADVOCATES.

LONDON, Jan. 22. A Daily News special from Petrograd, says that Hungary is sealed up on three sides, giving further encouragement to the Austrian peace advocates. Franz Josef and Berchold are using their united efforts to forestall the ascendancy of the "pacers," who declare that Germany is sacrificing Austria's political welfare for Germany's military advantage in the East and West.

THE MINE PERIL.

LONDON, Jan. 22.

A despatch from Copenhagen to the Exchange Telegraph Co., says: "The mine peril in the Baltic Sea is spreading. In addition to the loss of the Swedish steamer Drott, which struck a mine off Raums, Finland, on Thursday, and sank with the loss of six men of her crew, the steamer Apus is supposed to have met the same fate with the loss of twelve of her crew. It is feared that the steamer Hammarbis also has been lost, either in rough weather or by coming in contact with a mine."

FROM WEST AND EAST FRONTS.

LONDON, Jan. 22.

Except in Alsace, where a stubborn battle has been in progress for several days, but which receives only the briefest mention in official reports, fighting has been comparatively slight on both the Eastern and Western fronts. There have been heavy gun bombardments and fighting for trenches here and there, but any battle such as in this war would be considered of proportion worthy of extended mention, has not taken place.

The siege continues, and according to the opinion of military experts, it will go on until the ground grows sufficiently hard to enable the commanders to move large bodies of men with a quickness that will bring surprise to the opponent and enable him to find a weak spot in the line of operations.

In the East along the whole front from the Lower Vistula, in Galicia, and in the Carpathians, the two armies remain about in the same positions as they were two months ago. All efforts by the Germans to break down the Russian resistance have seemingly failed. The Russian attempt to drive the Austro-German forces back to Cracow, has met a similar fate.

In the north, however, the new Russian offensive has apparently carried them well toward the German frontier, and without meeting with any serious resistance. Developments in this northern region are considered by military observers as likely to be faster than elsewhere. The Russian advance into Transylvania is reported to have been checked by the appearance of a large Austrian force in the mountains while snow prevents the Muscovites going any further through the Carpathians, although they hold all the passes in readiness for the day when the weather will permit the resumption of their forward movement.

No mention has been made during the last few days concerning the fate of the remnants of the Turkish armies, which the Russian reports previously said had been defeated in the Caucasus, but it is considered by military men here that the Russians, having use for their men elsewhere, have decided not to push on to Erzerum.

The Russian fleet, according to reports, is still busy in the Black Sea sinking Turkish ships. This is taken here as evidence that the reports that the Turkish cruiser Goeben had been put out of action, is not exaggerated.

CHARITY SHIP SUNK.

THE HAGUE, Jan. 22.

It was stated here to-day that the British steamer Durward had on board forty tons of provisions, belonging to the American Relief Commission, when she was sunk by a German submarine.