

# LAST WEEK OF THE GREAT WHITE SALE.

**D**AY AFTER DAY this busy Store continues to exceed all its former selling records. Contrary to all precedent, there is not the slightest indication of waning interest; some of the most important features of this Great Sale are mentioned in this page, and some are yet to come. Read our advertisements every day, for every reader, regardless of station or circumstances, will find in them a real benefit for the Merchandise offered is new and fresh and at a big reduction from our former selling prices.

**COME HERE OFTEN—FICTION MAY ATTRACT, BUT THESE PRICES WILL CONVINCE.**

## Ladies' Whitewear.

Ladies' White Nainsook Underskirts, 19 inch flounces, trimmed with clusters of five tucks and finished with torchon lace and insertion, pink and pale blue ribbon trimmed. Reg. \$1.90 each for **\$1.45**

Ladies' Nainsook Underskirts, with lawn dust frill, 19 inch flounces with clusters of tucks and finished with torchon lace and insertion. Reg. \$2.65 ea. for **\$2.10**

Ladies' extra fine White Nainsook Underskirts, wide flounce trimmed with wide Valenciennes Lace and Insertion, some with ribbon beading, draw and bow. Reg. \$4.25 each for **\$3.45**

Ladies' extra fine White Nainsook and Lawn Underskirts, wide double flounces, in various patterns, some with ribbon beading and bow; no two alike. Reg. \$6.00 each for **\$4.80**

Ladies' fine White Nainsook Underskirts, wide beading with ribbon draw and bow, flounces of valenciennes insertion, vandyked, and lace dust frill with val. lace to match. Reg. \$6.50 each for **\$5.20**

Corset Covers, English White Cotton, front vandyked with valenciennes lace, neck and sleeves finished with val. lace to match. Reg. 60c. each for **40c.**

Corset Covers, fine Lawn, all-over embroidery yokes; others with three rows of valenciennes lace insertion let in, necks and waist ribbon beading. Reg. \$1.00 each for **80c.**

Corset Covers, of extra fine Nainsook, yokes and fronts trimmed with embroidery and insertion, and clusters of tucks, necks and arm holes edged with lace, necks ribbon beaded. Reg. \$1.80 each for **\$1.45**

Ladies' White Nainsook Drawers, full frill of torchon lace and embroidery. Reg. 75c. pair for **62c.**

Ladies' White Lawn Drawers, some with embroidery, others with deep lawn frill, trimmed with val. lace and insertion. Reg. 95c. pair for **76c.**

Ladies' extra fine White Nainsook Knickers, extra wide frill beautiful embroidery and clusters of tucks. Reg. \$1.20 pair for **95c.**

Ladies' White American Cotton and Nainsook Nightdresses, square and round necks, with embroidery and lace yokes, ribbon draw and bow, sleeves to match. Reg. \$1.55 each for **\$1.30**

Ladies' White Longcloth and Lawn Nightdresses, Dutch and square necks, insertion and edged with cambric embroidery, sleeves to match. Reg. \$1.70 each for **\$1.40**

Ladies' White Cotton and Longcloth Nightdresses, slipover style, yokes and sleeves very neatly trimmed with imitation baby Irish insertion, others with fine tucks and embroidery. Reg. \$3.00 each for **\$2.40**



## Special Values in Wash Suits and Skirts.

During this White Sale we intend to make an entire clearance of these goods, being for summer wear only. The summer is well in advance for you to have the pleasure of wearing, and the prices we are asking to make a quick and final clearance, we feel sure no woman of a saving disposition can afford to overlook. We call your attention to the fact that this event is of the utmost importance, inasmuch that it is not a mere clearing out of odd sizes and styles, but your selection from us will be pronounced by your friends as having the best and newest stock, and certainly at prices astonishingly small.

**THE EARLY SHOPPERS WILL HAVE THE BEST ASSORTMENT TO SELECT FROM.**

Ladies' Lawn and Muslin Blouse Robes, with dainty embroidery trimming.  
Regular—\$1.30 for **\$1.00**, \$1.55 for **1.24**, \$1.85 for **1.45**, \$2.75 for **2.20**, \$3.75 for **3.10**, \$4.50 for **3.65**, \$5.00 for **4.15**.

Ladies' Pique Linen and Holland Costumes.  
Regular—\$6.25 for **\$5.15**, \$7.00 for **5.85**, \$8.50 for **7.25**, \$9.00 for **7.50**, \$12.00 for **10.20**.

Ladies' White Pique and Linen Skirts.  
Regular—\$1.50 for **1.20**, \$1.75 for **1.40**, \$1.85 for **1.50**, \$2.00 for **1.65**, \$2.25 for **1.80**.  
Regular—\$2.75 for **2.25**, \$3.00 for **2.45**, \$3.75 for **2.90**, \$4.25 for **3.45**, \$5.25 for **4.20**.

Ladies' Cream and White Lustre Coats.  
Regular—\$2.25 for **1.85**, \$2.50 for **2.10**, \$4.50 for **3.55**, \$6.00 for **4.90**.



## Exceptional Values.

500 pairs of Women's Imitation Black Cashmere Hose, seamless heels and toes, assorted ribs. Special... **17c.**

640 pairs of Women's Black and Tan Cashmere, Lisle Thread, Lace Ankle and Silk Embroidered Hose, assorted ribs and plain. Reg. 45c. pair for **38c.**

320 pairs of Women's Tan and Black Cashmere, Lisle Thread, Lace Ankle and Silk Embroidered Hose, assorted ribs and plain. Reg. 55c. pair for **45c.**

300 pairs of Children's and Misses Black Cashmere Hose, seamless heels and toes, stout knees.  
Sizes 000 to 3. Reg. to 25c. for 20 cents. pair.  
Sizes 4 to 7. Reg. to 40c. for 30 cents. pair

**TURKISH TOWELS**—600 White and Blay Turkish Towels, being part of a special purchase.  
Size 16 x 36 inches. Reg. 12c. each for **9c.**  
Size 18 x 33 inches. Reg. 25c. each for **20c.**  
Size 24 x 45 inches. Reg. 40c. each for **33c.**

**WHITE QUILTS**—790 American White Crochet, Honeycomb and Marcella Quilts, some fringed, some plain and others hemmed.  
Reg. \$1.00 each for 89c., \$1.25 for \$1.05, \$1.50 for \$1.20, \$2.00 for \$1.65, \$2.50 for \$2.15.

**WHITE SHIRTING**—2,000 yards of English White Shirting, 31 inches wide. Reg. 12c. yard for **9½c.**

**HORROCKSES SHIRTING**—900 yards of Horrockses fine quality White Shirting, absolutely pure. Reg. 17c. yard for **14c.**

**COTTON BLANKETS**—150 pairs of American White Cotton Blankets, 11-4 size, choice of Pink or Pale Blue Border. Reg. \$1.10 pair for **95c.**

**APRON HOLLAND**—500 yards of White and Blay Apron Holland, 32 inches wide. Reg. 11c. yard for **9½c.**

**SHEETS**—A special line of good English Sheets, made from a fine pure cotton, perfectly free from dressing; nicely hemmed.  
Size 68 x 90 inches. Reg. \$1.65 pair for **\$1.35**  
Size 81 x 108 inches. Reg. \$3.50 pair for **\$3.10**  
Size 81 x 99 inches. Reg. \$4.50 pair for **\$3.90**

**PILLOW CASES**—Frimled and hemstitched, made from a good wearing cotton.  
Size 20 x 30 inches. Reg. 30c. for **24c.**  
Size 20 x 30 inches. Reg. 35c. for **29c.**  
Size 20 x 30 inches. Reg. 50c. for **45c.**

**BLEACHED SHEETING**—2,000 yards of English White Twill Sheeting, some Heapey Bleach.  
80 inch. 70 inch. 90 inch.  
45c. yd. 50c. yd. 60c. yd. 75c. yd.  
for for for for  
40c. 42c. 52c. 65c.

**LACE CURTAINS**—370 pairs of White and Cream Nottingham Lace Curtains.  
Size 3 yards. Reg. \$1.20 pair for **95c.**  
Size 3 x 3½ yards. Reg. \$1.60 pair for **\$1.30**  
Size 3½ yards. Reg. \$2.20 pair for **\$1.75**  
Size 3½ yards. Reg. \$2.60 pair for **\$2.15**  
Size 3½ yards. Reg. \$3.20 pair for **\$2.55**

### The Atlantic Route.

Editor Evening Telegram.  
Dear Sir,—In his letter published in the Telegram on Saturday in reference to the Hudson Bay railway, Judge Prowse says:—  
"The distance between Churchill and Liverpool is 2,946 miles, and from Montreal via Cape Race, 3,937. From New York, 3,097."  
The Judge is not correct as regards the distance between Montreal and Liverpool. From Montreal to Liverpool via Cape Race is 2,940 miles, and via Straits 2,780 miles. New York to Liverpool is 3,166, via Cape Race. Therefore the difference is in favor of the Canadian port via both routes, compared with New York, Montreal

is nearer Liverpool by 226 miles via Cape Race, and 386 via Straits of Belle Isle, an advantage of considerable importance to Canadian transportation companies, and which they take great pains to make widely known in their competition for east bound traffic with the fast freight lines via U. S. ports, and they will feel aggrieved to see it stated by Newfoundland's well known historian that the port of Montreal is nearly a thousand miles farther from Liverpool than New York is.  
St. John's, July 1, '10. J. T. M.  
**WEDDED TO-DAY.**—The wedding of Miss Rendell, daughter of Mr. R. G. Rendell, and Mr. N. Alderdice, takes place at St. Thomas's Church this afternoon.

### Here and There.

**SIGN OF FISH.**—Traps at Petty Harbor did well yesterday. There was also a good sign on the local grounds and trappers had from 5 to 10 qts.  
**ANNUAL PICNIC.**—The annual picnic of St. Thomas's choir will take place to-morrow at Topsail. The party will go out by the 8.45 a.m. train.  
**NOT CORRECT.**—The report around town last night that Johnson, the successful pugilist, had died from the effects of the recent bout with Jeffries is not correct.  
Ask for Minard's and take no other.

### Presented With Scarf.

When the Coopers' Union met yesterday a very happy ceremony was given him. President Cooney made a very neat congratulatory speech to which the recipient replied. Mr. Geo. F. Power also spoke in congratulatory terms. In the parade of the Coopers' Union yesterday Mr. Power

1892, and as a mark of appreciation of the members for his work the scarf, a very pretty one of silk, was given him. President Cooney made a very neat congratulatory speech to which the recipient replied. Mr. Geo. F. Power also spoke in congratulatory terms. In the parade of the Coopers' Union yesterday Mr. Power

and Councillors Ryan and Mullaly were present as guests of honor, they being past Presidents of the institution.  
Last night a laundry boiler blew up at Saconia, N.H., and killed one man and injured six others.

### Here and There.

**FOOTBALL.**—The match this evening will be between the N. H. and C. L. B. at St. George's Field.  
**PATIENTS FOR ASYLUM.**—By the s.s. Portia yesterday two patients for the Lunatic Asylum were brought along.  
**SIGN OF SQUID.**—Squid struck in at Burgeo last Saturday. There was a sign also at Burin when the Portia was coming east.  
**DANCE POSTPONED.**—The Pansy Club's dance in the British Hall last night did not take place and is postponed till next week.

BY SPECIAL WARRANT OF APPOINTMENT

TO H.M. THE KING

The Popular London Dry Gin is

## VICKERS' GIN

D. O. ROBLIN, Toronto  
Canadian Agent

BY SPECIAL WARRANT OF APPOINTMENT

TO H.M. THE PRINCE OF WALES

J. JACKSON, St. John's, Resident Agent.