

COME! NOW, While The Coming is Good!

And see our marshalling of Refined White Goods for this entire week of our

WHITE SALE

The goodness of this Sale has been spread far and near. Even those who braved the elements of the past stormy week tell us it was worth it—the values were really so alluring, and the offerings so necessary. So, now, to you we say—Come! while the coming is good. Low prices never brought more refined worth.



FANCY LINENS

Wise Housewives are Stocking up here Daily, during this best-of-buying Sale

Sideboard Cloths.
We have laid in a choice assortment of these at prices to suit every purse. Some beautiful examples of embroidery work on good quality White Linens.
Regular \$1.40. Sale Price \$1.18
Regular \$1.50. Sale Price \$1.29
Regular \$1.70. Sale Price \$1.47
Regular \$1.80. Sale Price \$1.54
Regular \$3.00. Sale Price \$2.45
Regular \$3.30. Sale Price \$2.75

Tea Cloths.
Beautiful Cloths, some with lace and insertion trimmings; others daintily embroidered. Our usual good values are pronounced here.
Regular 75c. each. Sale Price 58c.
Regular 85c. each. Sale Price 69c.
Regular \$1.30 each. Sale Price \$1.05
Regular \$1.40 each. Sale Price \$1.12
Regular \$2.00 each. Sale Price \$1.48
Regular \$2.30 each. Sale Price \$1.97
Regular \$2.80 each. Sale Price \$2.29
Regular \$3.30 each. Sale Price \$2.78

Duchess Sets.
Lace and insertion trimmed, and others prettily embroidered 4-piece Sets, considerably price lessened for this Sale.
Regular \$1.00. Sale Price 79c.
Regular \$1.25. Sale Price 98c.
Regular \$1.40. Sale Price \$1.12
Regular \$1.50. Sale Price \$1.15
Regular \$2.00. Sale Price \$1.42
Regular \$2.30. Sale Price \$1.68
Regular \$3.00. Sale Price \$3.38
Regular \$3.30. Sale Price \$2.48

Tray Cloths.
Tray Cloths of all kinds; embroidered and hemstitched. We have a generous stock to move out during this Sale.
Regular 65c. each. Sale Price 56c.
Regular 75c. each. Sale Price 65c.
Regular 85c. each. Sale Price 78c.
Regular \$1.00 each. Sale Price \$1.08
Regular \$1.30 each. Sale Price \$1.08
Regular \$1.50 each. Sale Price \$1.29
Regular \$1.70 each. Sale Price \$1.45

White Flannelettes

White Flannelettes.
Pure White Flannelettes of extra good quality. We do not expect to be able to repeat such value this Spring.
Regular 50c. yard. Sale Price 44c.
Regular 85c. yard. Sale Price 65c.

White Damask Table Cloths.
Our values are extraordinary good here.
Regular \$ 2.25. Sale Price \$ 1.59
Regular \$ 7.00. Sale Price \$ 5.89
Regular \$16.50. Sale Price \$14.65

Honey Comb Towels.
Very strong, with a soft limp finish.
Regular 50c. each. Sale Price 39c.
Regular \$1.00 each. Sale Price 84c.

Battenburg Table Covers.
Prized Cloths for the housewife. Large circular shape, fancy linen centre and deep Battenburg lace border; others all-over lace.
Regular \$3.30. Sale Price \$2.59
Regular \$6.00. Sale Price \$4.98

CORSET VALUES

contribute a mighty factor towards attractiveness here this week
Every good grade represented. "D & A" "P C" and American Corsets. The "Goddess" front lace Corset from \$2.70 up. We have a big stock and can quote prices to interest buyers of every price Corset.
Reg. 90c. Sale Price 74c.
Reg. \$1.10. Sale Price 90c.
Reg. \$1.70. Sale Price \$1.29
Reg. \$2.00. Sale Price \$1.59
Reg. \$2.30. Sale Price \$1.87
Reg. \$2.60. Sale Price \$2.24
Reg. \$3.00. Sale Price \$2.59

CHILDREN'S WHITE SHOES.
Sizes 8 1/2 to 11 1/2, in White Canvas, ankle strap style. Regular up to \$2.20. Sale Price \$1.76

WOMEN'S WHITE STRAP SHOES.
Two Strap White Canvas Shoes, medium heel, very neat. Regular \$2.70. Sale Price \$2.16

Underskirts
"Princess" Underskirts. Flannelette Underskirts.
Exquisite things in finest of Lawn makes, embroidery and lace. White Flannelette Underskirts less than landed cost to-day.
Reg. \$3.30. Sale Price \$2.49
Reg. \$5.00. Sale Price \$2.98
Reg. \$5.50. Sale Price \$3.76
Reg. \$3.75. Sale Price \$2.87



Making OUR WHITE SALE attractive for the MEN folk with the Biggest Values for years in Shirts, Socks, Mufflers, Kid Gloves, etc

Dress Shirts.
White Pique fronted and cuffed Dress Shirts. In assorted sizes; Tooke's quality.
Regular \$3.50. Sale Price \$2.69

Pleated Shirts.
Pleated bosom Dress Shirts, short American hem cuffs; Tooke's style. Reg. \$3.50. Sale Price \$2.69

PLEATED SILK SHIRTS.—This is a superior looking shirt, showing pleated silk front, plain silk cuffs. Not coat style.
Regular \$5.00. Sale Price \$3.75

NIGHT SHIRTS.—Fine White Twill Night Shirts, collared, gagon trimmed; pearl buttons. Regular \$3.75. Sale Price \$2.98

WHITE WOOL MUFFLERS.—Double knitted long White Wool Mufflers, extra fine fringed ends. Reg. \$2.20. Sale Price \$1.75

WHITE KID GLOVES.—Fowne's and Dent's, good White Kid Gloves, Dome or Button wrist. Regular \$1.20 pair. Sale Price 95c.

MEN'S CASHMERE SOCKS.—Fine Natural Cashmere Socks; spliced heel and toe. Regular 95c. pair. Sale Price 78c.

MEN'S ALL-SILK SHIRTS.—Plain White Silk Shirts with double silk cuffs; Coat style; all silk; assorted sizes. Reg. \$14.00. To Clear \$7.50

WHITE MERCERIZED SHIRTS.—Silk-like finish, made in full fitting sizes. Not coat style. Value for \$3.00. Sale Price \$1.98

KNITTED SILK MUFFLERS.—Tubular White Silk Mufflers, silk fringed; a dressy Muffler. Regular \$3.75. Sale Price \$2.95

MEN'S WHITE WOOL GLOVES.—All Wool. Heavy Quality Gloves that stand wear and frequent washings.
Reg. \$1.75 pair. Sale Price \$1.48
Reg. \$2.25 pair. Sale Price \$1.89



Table Napkins, Huck Towelings and Casement Cloths, Under-priced

Table Napkins.
Excellent opportunities to secure your requirements in quality Damask Table Napkins; all hemmed.
Regular 75c. each. Sale Price 53c.
Regular 85c. each. Sale Price 64c.
Regular 90c. each. Sale Price 67c.
Regular 40c. each. Sale Price 33c.
Regular 45c. each. Sale Price 37c.
Regular 50c. each. Sale Price 42c.
Regular 70c. each. Sale Price 55c.

Huckaback Towelings.
The most durable of Towelings; they never wear in quality and durability.
Regular 75c. yard. Sale Price 65c.
Regular 80c. yard. Sale Price 68c.
Regular 90c. yard. Sale Price 76c.
Regular \$1.00 yard. Sale Price 79c.

Cream Casement Cloths.
Double width with a pretty insertion band.
Regular 90c. yard. Sale Price 69c.
Regular \$1.20 yard. Sale Price 95c.

Table Centres.
In Battenburg and White Linen, embroidered and drawn thread worked.
Regular 90c. Sale Price 78c.
Regular \$1.00. Sale Price 82c.
Regular \$1.50. Sale Price \$1.29
Regular \$3.30. Sale Price \$2.59

COME and determine the Goodness of these offers

CHILDREN'S EMBROIDERED DRESSES.—Slightly soiled from handling, finest quality White Muslin makes, lace edging at neck and sleeves, square neck and 1/2 sleeve, with coloured sash; assorted sizes to fit 8 to 14 years. Reg. \$2.50. Sale Price \$1.98

INFANTS' WHITE CAPS.—We offer for a selection of White Wool and Silk Caps with ribbon strings and braid. Reg. 75c. Sale Price 47c.

MISSSES' JERSEY VEITS.—White Jersey Vests, high neck, long sleeves to fit 14 to 16 years. Reg. \$2.50. Sale Price 79c.

CHILDREN'S CREAM REAR COATS.—Regular \$12.00 for \$8.00. A Sporty collar few, with or without belt, roll collar and cuffs, silk stitching, pearl buttons. To clear. Sale Price \$8.98

Madapolams.
36 and 40 inch. These are going to move quickly at our Special Sale Prices. Note this:
Reg. 70c. yard. Sale Price 40c.
Reg. 80c. yard. Sale Price 61c.
Reg. 90c. yard. Sale Price 74c.

BIAS SEAM TAPE.—Suitable for Underwear, children's clothing and pillow cases, etc., put up in 4-yard pieces. Reg. 12c. 15c. piece. Sale Price 12c.

LADIES' PJJAMAS.—Magnificent selection in Linen, Brilliant, Muslin, etc. Coat and Pants, Middy and "Billy Burke" styles, trimmed with braid ornaments; value away above anything we have shown for years. Regular \$2.80. Sale Price \$1.98

CHILDREN'S and MISSSES' FLANNELETTE NIGHTGOWNS.—Well made White Flannelette Nightgowns, trimmed with coloured galon, long sleeves, round neck. Regular \$2.20. Sale Price \$1.49

LADIES' WHITE KID BOOTS.—Laced style, very dainty with Louis heel pointed toe. Reg. \$4.50. Sale Price \$3.58

Table Damasks.
Beautiful White Table Damasks, up to 55 inches wide.
Reg. \$1.70 yard. Sale Price \$1.39
Reg. \$1.80 yard. Sale Price \$1.48
Reg. \$2.25 yard. Sale Price \$1.95



Children's Dress and Middys

Children's White Dresses.
See these beautiful styles in White Muslin, Voile and Piques.
Regular \$2.40. Sale Price \$1.78
Regular \$3.00. Sale Price \$2.49
Regular \$3.50. Sale Price \$2.98
Regular \$5.00. Sale Price \$3.59
Regular \$5.50. Sale Price \$4.28
Regular \$6.50. Sale Price \$4.79
Regular \$7.80. Sale Price \$4.98
Regular \$8.50. Sale Price \$6.98

Children's & Misses' Middys.
Beautiful and varied assortment in White Jean and White Drill. Come in and see these.
Regular \$2.40. Sale Price \$1.78
Regular \$2.70. Sale Price \$1.96
Regular \$3.00. Sale Price \$2.16
Regular \$3.50. Sale Price \$2.98
Regular \$4.25. Sale Price \$3.27
Regular \$5.25. Sale Price \$4.48
Regular \$6.00. Sale Price \$4.98
Regular \$7.00. Sale Price \$5.98

BLANKET PRICES SO LOW that you will want to buy NOW

SEE THESE VALUES

Cotton Blankets.
Cotton Blankets at every wanted price, and we have bargained each and every pair to its very lowest price for this important White Sale.
Crib Size: Reg. 75c. each for 49c.
54 x 72 Reg. \$3.50 pair for \$2.98
56 x 72 Reg. \$4.00 pair for \$3.48
62 x 72 Reg. \$4.60 pair for \$3.98
70 x 72 Reg. \$4.90 pair for \$4.08
72 x 82 Reg. \$6.25 pair for \$5.48

Wool Nap Blankets.
Here are Blankets we are proud to handle and prouder still of the values they afford during this White Sale. Equal to the Wool Blankets and have a topping similar to the finer makes.
Size 65 x 76. Reg. \$ 8.00 for \$ 5.48
Size 66 x 80. Reg. \$10.50 for \$ 8.48
Size 70 x 80. Reg. \$11.50 for \$ 9.38
Size 70 x 80. Reg. \$15.50 for \$12.92
Size 72 x 82. Reg. \$20.00 for \$16.98
Size 72 x 90. Reg. \$23.00 for \$19.48



Extra Good Value Here in White Gloves

LADIES' WHITE SUEDE GLOVES.
Very serviceable and good fitting. Sandstone fabric Gloves; 2 dome fasteners. \$1.00 value. Sale Price 78c.

LADIES' WHITE MISLE GLOVES.
These are extra fine, showing stitched points, pearl button wrist. Regular \$1.25. Sale Price 97c.



\$3.00 WHITE FELT SPATS \$1.49

Very fashionable 3-Button Height, White Felt Spats, slightly soiled. These are the very best quality. Reg. \$3.00. Sale Price \$1.49

N. F. Schooner for Transatlantic Race.

A recent issue of the Halifax Herald says:—
"It is reported that Newfoundland has under consideration the entering of a schooner in the King of the Belgians transatlantic race, which will be run off next summer and which will be open to sailing craft of all nations. At Belleoram, Newfoundland, there are some smart schooners, and one craft in particular, owned by Harvey & Co. of St. John's is looked upon as a possible contestant in the race. The craft referred to was to have entered in the Halifax schooner race last fall, but did not sail because the proper arrangements could not be made in time."



Just Folks
THE SPOILER.
With a twinkle in his eye He'd come gayly walkin' by An' he'd whistle to the children An' he'd beckon 'em to come. Then he'd chuckle low an' say, 'No, You mustn't go to-day.' He'd beg to let him have 'em In a pack about his feet.

Oh, he spoiled 'em, one an' all. There was not a youngster small But was over-fod on candy An' was stuffed with lollypops. An' I think his greatest joy Was to get some girl or boy An' bring 'em to their parents All besmeared by chocolate drops.

Now the children's hearts are sore For he comes to them no more, And no more to them he whistles And no more for them he stops; But in Paradise, I think, With his chuckle and his wink He is leading little angels To the heavenly candy shops.

THE HAPPY PAST.

My auto didn't cut out vice, when New Year's Day invited vovs, and now, instead of running nice, it's balky as the law allows. Two cylinders a re pumping oil, and when up heavy grades I climb, it's a radiator starts to boil, and oh, I have the dingiest time! I sometimes think, when steeped in woe, in grief that seems to have no end, of happy days of long ago, when Dobbin was my faithful friend. Year after year he plucked along, contented with his hay and oats, and seldom did his works go wrong, as go the works of modern boats. He had all kinds of pep and power, from blowouts, punctures, he was free; he made six past-asangs an hour, and that was fast enough for me. He didn't freeze up overnight, when he was in his stable stalled; no punk mechanics found delight in seeing he was overhauled. No carbon in his system formed, his carburetor didn't cough, he didn't back till he was warned, when in the morn I drove him off. And in those happy bygone times I had some kopecks in my duds; I always had the needful dimes to buy some sausage or some suds. But now I'm always in the hole, the motor car has wrecked my life, the stern mechanic gets my roll, and buys more 'diamonds' or his wife.

BRICK'S TASTELESS.

No other medicine will restore lost weight so quickly as
BRICK'S TASTELESS.
The one who takes it must eat. It purifies the blood, it makes the weak strong, it is a specific in throat and lung troubles; it is so prepared that it can be assimilated without the least digestive effort. Weigh yourself the day you commence to take Brick's Tasteless, then weigh yourself two (2) weeks later and note the increase. Brick's Tasteless contains all the virtue of Cod Liver Oil without the nauseous grease. Try a bottle and convince yourself. Price \$1.50 bottle. Postage 20c. extra.
For sale by
DR. F. STAFFORD & SON,
Wholesale and Retail Chemists and Druggists,
St. John's, Newfoundland.
Personal.
Head Constable Crane who recently underwent an operation for internal trouble is doing well at the General Hospital, and is now considered to be on the road to recovery.
Miss Rosalie Badcock, of Carbonara, for some time an inmate of the Hospital, will be leaving for home probably to-morrow morning, completely cured.