

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.

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|--------------|------------------|--------|
| Reg. 60c. | White Sale Price | 48c. |
| Reg. 90c. | White Sale Price | 72c. |
| Reg. \$1.00. | White Sale Price | 81c. |
| Reg. \$1.60. | White Sale Price | \$1.33 |
| Reg. \$2.00. | White Sale Price | \$1.68 |

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.

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| Reg. 45c. | White Sale Price | 36c. |
| Reg. 50c. | White Sale Price | 40c. |
| Reg. 65c. | White Sale Price | 54c. |
| Reg. 90c. | White Sale Price | 73c. |
| 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.

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| 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 | 73c. |
| 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.

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|--------------|------------------|--------|
| Reg. 90c. | White Sale Price | 78c. |
| 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 | \$2.98 |

PILLOW SLIPS.

We are well stocked in these showing plain, striped, embroidered and hemstitched, sizes at varied ranging from 18 x 23 to 21 x 23; 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.

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| 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, Fiques, Brilliants 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 yrd... 22c

American DRESS MUSLINS, 11c

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

American WASH GOODS, 14c

36 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, 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 ups" for the girls for summer wear. Reg. up to 22c. White Sale Price, per yard... 16c



CAMISOLE EMBROIDERY.

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

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| 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.

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| Reg. 25c. | White Sale Price | 20c. |
| Reg. 65c. | 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

NAINSOOKS.

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

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|-----------|------------------|------|
| 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 Linon; used extensively in Canada and the United States and made popular by its usefulness and low prices. Special 1 for White Sale, yard... 8 1/2

The Kaiser's Master Spy

Dining at Buckingham Palace With the King.

When in May, 1911, the Kaiser visited England for the purpose of attending the unveiling by the King of the Queen Victoria Memorial, he included among his suite a man named Steinhauer, who rarely left the Kaiser's side. Indeed, when Wilhelm dined at Buckingham Palace, Steinhauer also sat at the table. Both the Royal Family and the officials of the Household regarded him as a distinguished friend of the German Emperor, little realizing then that they were entertaining the German Emperor's master spy, the man who has organized the vast system of espionage which has proved one of Germany's most powerful aids in this great war.

Quite recently Mr. Bodkin, Counsel for the Treasury, stated in court that Steinhauer's name had figured in almost every espionage case investigated in this country in recent years. But it was not until shortly after his treacherous visit to London with the Kaiser in 1911 that our Secret Intelligence Department became aware of his real identity, and promptly set to work to thwart his plans.

Endless Resources.

Steinhauer, who is an officer in the Prussian Army, and comes of a very good family, had endless resources for the gaining of information. Well educated, refined, a brilliant conversationalist, and a man of the greatest daring, he organized a vast army consisting of thousands of spies, which invaded not only this country but also France and Belgium; and such was his success that a few years ago he was placed at the head of the German Secret Service and given a free hand by the Kaiser to do just as he pleased.

He was able to command millions of marks, and lavished gold on all those who brought him information of value to the Fatherland. Even now he is hard at work, particularly in America, endeavouring, with the aid of his spies, to excite admiration for Germany and condemnation of the Allies. One of his dodges is to pay spies in this country to write letters purporting to come from Englishmen and women deploring Great Britain's intervention for the sake of a "scrap of paper."

During the last two or three years, however, Steinhauer's schemes have been checkmated by the activity of our own Secret Intelligence Department, who, by allowing him to continue his work, have been able, by intercepting his letters, to learn precisely when plans and information were being sent to the German Government by Steinhauer's spies in this country.

Household Notes

If a fire has to be left unwatched for several hours, put a handful of salt on the top of the coal. This will prevent the fuel burning away quickly, and a stir with the poker will result in a nice glowing fire.

Fasten an ordinary three-arm towel rack to the right-hand side of the sewing machine. It will be found convenient for holding pieces of work close at hand without danger of their slipping behind the machine.

To mend glass, china, or breakage of any kind, common alum, melted in an old spoon over the fire, forms an exceedingly strong cement. Articles mended with this may be washed without fear of their coming apart again.

It is a good idea to have a croquette pot in the refrigerator and into this pot put all the odds and ends that will go into the making of croquettes. By this means you can keep the refrigerator cleared up and at the same time avoid waste.

Cake tins, patty pans, etc., are easily cleaned by boiling. Put them in a saucepan with some soap extract and water, boil them for about an hour, and they will be found clean and new-looking. Soap and soda or borax may be used instead of soap extract, if preferred.

To make barley water take three teaspoonfuls of pearl barley and wash in several waters until quite clean. Add 1 1/2 pints of cold water, boil down to one pint, then strain. Barley water must be freshly made every day. When patent barley is used it can be made in twenty minutes.

To make chocolate blanc mange take two teaspoonfuls of cocoa in a basin and mix with half pint of boiling milk; stir well. Then mix two tablespoonfuls of cornflour with half pint of cold milk, put all in a saucepan, and bring to the boil. Stir well, let boil for half a minute.

When white shoes look gray and shabby, they can be made a pretty brown by applying saffron. Mix six drops of saffron with three tablespoonfuls of olive oil. Clean shoes well; remove dark spots when possible, and then apply two coats of the mixture with a piece of clean flannel.

WINARD'S LINIMENT CURES COLD SET IN COWS.

SPORTS!

this list, you are sure

COAT WEATHER STRIP
ps draught, snow & sleet.
40c. to \$1.00.
T WATER BOTTLES.
Liquid hot 24 hours
fire; all sizes.
50c up to \$1.50.

the heat, \$5.25.

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'Phone 800

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f Steak, without bone,
g Beef, without bone,

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Dec., 22c., 25c. per lb.
Potted Head, 10c. lb.
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West, Military Road.
'Phone 98

Day!

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and ballads.

MATINEE.

WHY AUSTRIANS WILL NOT FIGHT

ALLIED FLEET.

London, Jan. 9.—The Daily

rints the following:

"Admiral Montecucoli, Command-

er of the Austro-Hungary navy,

shares the Austrian fleet will never

cept challenge from the Anglo-

fleet, because the Austrian fleet

is preserved intact to destroy the

German fleet.

"Your country has need of a

victory of Lissa, and it can only

be against Italy, says the Admiral.

Mention of the battle of Lissa

is particularly insulting to Italy. The

Austrian fleet was defeated by the

Italians, at Lissa Islands, in the

year 1866.

The moving picture director

having trouble in getting one

scenes right. The girl was sup-

posed to resist an attempt to kiss

her, but the rehearsal was far from

easy.

"Think now," said the director

coaching her; "haven't you ever

stopped a young man from kiss-

ing you?"

"No," was the girl's frank reply.

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 \$1.00. 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.

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| Reg. 95c. | White Sale Price | 76c. |
| Reg. \$1.20. | White Sale Price | \$1.08 |
| Reg. \$1.70. | White Sale Price | \$1.44 |
| Reg. \$2.00. | White Sale Price | \$1.78 |
| Reg. \$2.50. | White Sale Price | \$2.02 |
| Reg. \$3.20. | 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.

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|--------------|------------------|--------|
| Reg. 70c. | White Sale Price | 60c. |
| Reg. \$1.10. | White Sale Price | 96c. |
| 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, lawns and long cloths with ribbon beading, etc.

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|--------------|------------------|--------|
| Reg. 30c. | White Sale Price | 23c. |
| Reg. 40c. | White Sale Price | 32c. |
| Reg. 60c. | White Sale Price | 52c. |
| Reg. 80c. | White Sale Price | 68c. |
| Reg. \$1.20. | White Sale Price | 96c. |
| Reg. \$1.50. | White Sale Price | \$1.45 |

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.

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|--------------------|------------------|--------|
| 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.

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|--------------|------------------|--------|
| Reg. \$2.40. | White Sale Price | \$1.50 |
| Reg. \$2.70. | White Sale Price | \$1.90 |
| 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.

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|-----------|------------------|------|
| Reg. 45c. | White Sale Price | 38c. |
| Reg. 50c. | White Sale Price | 42c. |
| Reg. 80c. | White Sale Price | 68c. |

Ladies' COLLARS.

Values 60c. for 35c.

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| 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 |
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James Baird LIMITED