

# 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 line, square cut, large and small sizes measuring from 12 x 12 to 36 x 36.

Reg. 60c. White Sale Price	45c.
Reg. 90c. White Sale Price	73c.
Reg. \$1.00. White Sale Price	81c.
Reg. \$1.50. 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, hemstitched border.

Reg. 45c. White Sale Price	36c.
Reg. 50c. White Sale Price	40c.
Reg. 65c. White Sale Price	54c.
Reg. 70c. White Sale Price	57c.
Reg. \$1.10. White Sale Price	91c.
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	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.

Reg. 90c. White Sale Price	73c.
Reg. \$1.30. White Sale Price	\$1.00
Reg. \$1.60. White Sale Price	\$1.20
Reg. \$2.20. White Sale Price	\$1.50
Reg. \$2.50. White Sale Price	\$2.00
Reg. \$3.50. White Sale Price	\$2.50

## PILLOW SLIPS.

We are well stocked in these showing plain, fringed, embroidered and hemstitched sizes ar varied ranging from 12 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.

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 Price	40c.
Reg. 60c. White Sale Price	52c.
Reg. 70c. White Sale Price	59c.
Reg. 80c. White Sale Price	68c.

## 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	\$2.19
Reg. \$3.20. White Sale Price	\$2.61
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 embroidered 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.

"The 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	\$2.41
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. Reg. \$6.00.

**White Sale Price \$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	\$1.68
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 Price	36c.
Reg. 60c. White Sale Price	48c.
Reg. 80c. White Sale Price	64c.
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	\$1.25
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	\$2.28
Reg. \$3.30 pair. White Sale Price	\$2.64

## TUCKED LAWN.

Hundreds of yards of 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	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.

## 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	31c.
Reg. 45c. each. White Sale Price	37c.
Reg. 65c. each. White Sale Price	51c.

## 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 Price 48c.

## "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 price. Special for White Sale, 8 1/2

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

### Aprons.

Lots of dainty White Lawn Aprons, with and without bib, plain, and others with pretty Swiss Embroidery and insertion. Get your supply now at our reduced prices.

Reg. 25c. White Sale Price	20c.
Reg. 35c. White Sale Price	28c.
Reg. 45c. White Sale Price	36c.
Reg. 70c. White Sale Price	56c.
Reg. 80c. White Sale Price	64c.
Reg. 90c. White Sale Price	73c.
Reg. \$1.00. White Sale Price	81c.

### Knickers.

Made of superior grade White Lawn, open and closed styles.

Reg. 65c. White Sale Price	52c.
Reg. 90c. White Sale Price	76c.
Reg. \$1.00. White Sale Price	81c.
Reg. \$1.20. White Sale Price	96c.
Reg. \$1.40. White Sale Price	\$1.16

### Underskirts.

Swift and sure cuts 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	78c.
Reg. \$1.20. White Sale Price	\$1.09
Reg. \$1.70. White Sale Price	\$1.44
Reg. \$2.00. White Sale Price	\$1.76
Reg. \$2.50. White Sale Price	\$2.19
Reg. \$3.30. White Sale Price	\$2.64

### 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	\$1.90
Reg. \$3.00. White Sale Price	\$2.20
Reg. \$3.30. White Sale Price	\$2.40
Reg. \$3.60. White Sale Price	\$2.70

### 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.

Reg. \$1.10. White Sale Price	75c.
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### 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	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. \$2.00. White Sale Price	\$1.60

### 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. 20c. White Sale Price	15c.
Reg. 40c. White Sale Price	32c.
Reg. 60c. White Sale Price	48c.
Reg. 80c. White Sale Price	64c.
Reg. \$1.10. White Sale Price	81c.
Reg. \$1.50. White Sale Price	\$1.18

### Ladies' COLLARS.

Valves 60c. for 55c. White Pique, Coat Collars, Sailor Collars, round Peter Pan, trimmed with lace and insertion, and others in long shu style. Values to 60c. White Sale Price \$35c.

## 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	10c.
Reg. 20c. White Sale Price	12c.
Reg. 25c. White Sale Price	16c.
Reg. 30c. White Sale Price	20c.

## 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.

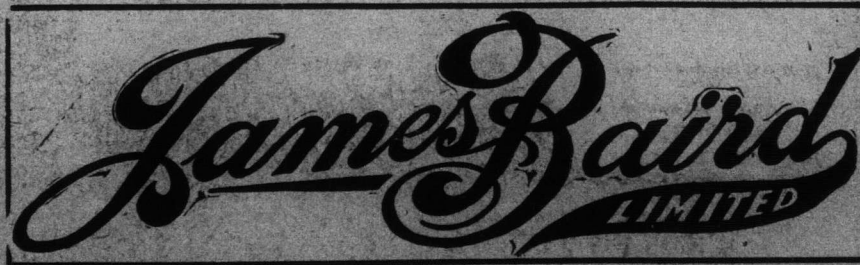
Widths from 18 to 54 inches; made from best quality Muslin and fine Longcloths; dainty patterns.

Reg. 25c. White Sale Price	20c.
Reg. 55c. White Sale Price	44c.
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	\$3.50
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



## Curliog Charity Bonspiel.



The Curlers have again set apart the first whole holiday, the 25th Jan., Monday next, to play a Bonspiel for the poor and needy of the city; the proceeds will be devoted as heretofore to the purchase of coals for the poor. The tickets are only 20c. for admission and the one ticket will be good for the day. An appeal is therefore made to the citizens to keep the day open and show their appreciation and make the day one to be remembered. The Curlers are doing all they can to make Charity or Thanksgiving Day the very best. Come and help them. You will feel better for doing good to others. The program is as follows, viz:—

Open to all 9 to 11 A.M.  
Ladies and Gentlemen 11 to 1 P.M.  
Bains Johnston's and  
Bowling's vs. Steer's Cove 2 to 4  
Bankers and Brewers 2 to 4  
Doctors vs. Lawyers 2 to 4  
One sheet ice open for challenge matches 2 to 4  
Harvey's vs. Reids 4 to 6  
Job Bros. vs. Royal Stores 4 to 6  
Volunteers vs. Civil Service 4 to 6  
One sheet ice open for challenge matches 4 to 6  
Surprise match (Don't miss it) 7 to 9  
Open to all for challenge matches 9 to 11  
Don't miss the Surprise match from 7 to 9 o'clock. It will be well worth the money to see it.

The Lady Curlers ever foremost in charitable works, are again playing the game, and are making every possible effort to make the day one to be remembered. During the morning and afternoon, teas for the small charge of 20c. will be served in the Club Rooms of the Association. Why, it will do you good to come down and enjoy a cup of tea at such a small figure. Excellent candies, the ladies are providing for sale at a very moderate figure, so that you can do no better than keep Charity Day open.

Help the poor and needy of this city, there is no question about it, but many require help, and this is a splendid way at very little expense for each of us to help to do good to others. You will not be the loser.

On all the risks the losers pay \$1.00 and the winners 50c. each, with the exception of the Mercantile matches, the Bankers vs. Brewers and the Lawyers vs. Doctors. Handsome fees have been offered in each of these matches.

**Servian Stoker on Bellaventure**

HAS THREE BROTHERS IN THE WAR.

On board the S.S. Bellaventure, which sailed this morning for Sydney, is a Servian, who is engaged as a coal trimmer. Although quite a young man it is several years since he was in his native land. He has three brothers in the Servian army fighting against the Austrians and regrets not being able to take part in the conflict himself. He wrote a series of letters home to his people since the outbreak of war but for some reason or other got no answer and suppose his letters never reached their destination.

"VICTORY" FLOUR  
Gives bread that nutty flavor so desirable. FRANKLIN'S AGENCIES, Ltd., Jan 15/15.

**Have You an Itchy Spot?**

Somewhere on your body? If so, attend to it at once. In Eczema—and itchy spots, whether dry and scurfy, or moist and inclined to "weep" are generally eczematous—delays are foolish, allowing the disease to spread and affect more of the good skin. Your best chance for a cure is to use Zylex, which will give almost instant relief, and if used in the earlier stages of the trouble, will almost certainly bring a cure, and in any event will greatly ameliorate the trouble. Ask your druggist about it. Price 60c. a box. Zylex Soap, 25c. a cake.

ZYLEX, London.

"SAVED FROM THE WRECK."—The three act drama: "Saved from the Wreck" will be produced by the Frontiersmen's Dramatic Co. at the Mechanics' Hall to-morrow night, the proceeds of which will be devoted towards purchasing smokes for our volunteers.

"CARTHAGINIAN"  
"MONGOLIÁN".  
n's, Newfoundland.

## Our Volunteers

Nineteen volunteers enlisted with the Second Contingent yesterday, making a total of 330 enrolled to date. The names of those who enlisted yesterday are:—

- John Jos. White, St. John's.
- Jas. Jos. Bruce, St. John's.
- J. J. Pierce, St. John's.
- Dugald B. Stannings, St. John's.
- Jas. McCormack, St. John's.
- H. T. Morey, St. John's.
- Thos. Ivany, St. John's.
- Maxwell James, St. John's.
- Chas. Holwell, St. John's.
- Thomas Dooley, St. John's.
- John Jos. Kelly, St. John's.
- Hugh J. Kennedy, St. John's.
- Leo M. Durka, St. John's.
- El Hayward, St. John's.
- John Jos. Robson, St. John's.
- John Jos. Vogan, St. John's.
- James Reid, St. John's.
- N. A. Tilley, Sandy Point.

Upwards of four hundred of the total number enrolled have been examined and are daily undergoing drill and musketry practice. Many more have yet to be examined by the doctors who will be present at the C.I.R. Armoury for that purpose to-morrow night.

The general health of the men is very good, there being very few cases of sickness, though the medical staff have made provision for any emergency. The good behaviour of the men is also worthy of particular comment. The discipline is good, and no breaches of the regulations have yet been reported.

## Household Notes

Brown sugar and water (one-third water) boiled until it will spin a hair thread makes a very good and pure bread syrup.

One secret of a warm house is having all the living room windows facing the south, and the north windows double sashed.

When buying apples by the basket or barrel, it pays to buy the best picked apples, because they will spoil so soon.

Good flour adheres to the wall and when pressed tightly, remains a shape and shows the imprint of the fingers of the skin of the skin of the hand.

Before broiling ham, it should be soaked one hour in lukewarm water. Then drain, wipe and broil three minutes. The slices should be thin.

Wax candles which have become waxy can be made perfectly white by rubbing them with a clean piece of flannel dipped in spirits of wine.

Practical keeping places should be arranged in a child's room so that it can learn order by putting them in their places at the end of the day.

If you have an aquarium, remember that it is not water the fish breathe, but the air in the water. Pure spring river water is the best for them.

Aluminum wire bent the shape and size of a child's pair of stockings will try them better and keep them in shape better than the wooden form.

Cranberries can be kept fresh indefinitely if put in a jar and filled with cold water. Place a lid on tightly and change the water every day or so.

When trying fish, have the fat boiling hot before putting the fish in the pan. When the fat is in the proper condition, a blue smoke will be rising from it.

If you wish your green vegetables to be crisp, throw them in ice water for an hour, then dry carefully on a soft towel, being careful not to bruise them.

Fruit jars should be sweet and clean before they are put away. Put a pinch of soda in the jar when you fill it its final rinsing. This will delay all old flavors.

Hoarseness can be relieved by mixture of one teaspoonful of glycerine with well-beaten white of an egg, the use of one lemon and enough sugar make it palatable.

Condiments are kept boiling daily from the time they are taken they will be much lighter. Do not take the lid off often than necessary.

There is no better disinfectant than sunshine. Let it fall on the rooms which are occupied, let it shine into bread boxes and butter jars; the sunshine makes them sweet. Silver should never be allowed to stand over night without washing. It is not possible to do the dishes, wash to wash the silver in warm water, wipe it dry and put it away.

BARD'S LIMEANT CURE FOR COLDS, Etc.