



## FOR 14 DAYS OUR ANNUAL WHITE SALE COMMENCING JANUARY 22

**Readjusted to Lowest 1921 Prices.**

We have carefully gone over our entire stock and readjusted prices, so that they are now very much lower than new goods are possible to be during 1921. We immediately offer the benefits to our customers by putting on our Annual White Sale with usual vast assortments of Fresh, New Merchandise of a quality that proudly upholds our reputation for good value.



### SHOWROOM SPECIALS

That set a new value standard. The garments offered can not be replaced nearly so cheap—some of them can not be replaced at all. All the charm of daintiest lingerie—all the practical utility of quality fabrics. All values that can not be equalled in Newfoundland.

#### LADIES' WHITE NIGHTGOWNS,

\$3.11, \$3.67, \$4.19, \$4.64, \$5.77.

In Muslins, Cambrics, Flannelette and Winceyette; in all cases daintily trimmed.

MUSLIN COMBINATIONS only . . . \$1.84

ENVELOPE CHEMISES only . . . \$2.89

ENVELOPE CHEMISES only . . . \$3.14

MUSLIN DRAWERS—

\$1.27, \$1.92, \$2.44, \$3.14, \$3.67, \$4.19

CAMBRIC KNICKERS—

\$1.27, \$1.57, \$1.84, \$2.49

MUSLIN & CAMBRIC CAMISOLES—

\$1.53, \$1.88, \$2.09, \$2.62, \$3.06, \$3.67

FLANNELETTE KNICKERS only 92c. pr.

WINCEYETTE CHEMISES . . \$2.09, \$2.59

CAMBRIC CHEMISES . . . \$1.57 and \$2.09

BRASSIERES, 69c., 83c., \$1.05, \$1.31, \$1.57,

\$1.88, \$2.32, \$2.79, \$3.24.

#### Girl's Underwear!

This is where the 50c. piece again comes in useful. These good underthings for girls, 2 to 14 years.

MUSLIN DRAWERS—

21c., 42c., 51c., 74c., 78c., 87c., \$1.31, \$1.57, \$1.75.

MUSLIN UNDERSKIRTS, 82c., 83c., 84c., 85c., 86c., 87c., 88c., 89c., 90c., 91c., 92c., 93c., 94c., 95c., 96c., 97c., 98c., 99c., 1.00.

PRINCESS UNDERSKIRTS, \$1.28, \$2.08, \$3.24, \$3.49, \$4.29.

(21 inches to 45 inches long.)

FLANNELETTE SLEEPING SUITS at only \$1.95 suit.

offers Flannelette Barras, long

Cambric Slips, short Cambric Slips, Day Gowns, Muslin Dresses, etc., at prices less than the cost of materials used in making these garments.

**The Infants' Wear Dept.**

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#### WHITE DRESS MATERIALS

Specially assembled for this event, bearing prices much below regular. Every piece is of finest texture, soft quality and permanent finish.

WHITE HAIR CORD . . . . .83c. yard

SILK MUSLIN . . . . .95c. yard

WHITE VOILE . . . . .1.23 yard

CREAM SERGE . . . . .2.45 yard

WHITE PIQUE . . . . .57 and 88c. yard

WHITE ORGANDIE . . . . .1.05 yard

WHITE VIYELLA . . . . .1.09 yard

WHITE WHIPCORD . . . . .95c. yard

JOB WHITE STRIPED MUSLIN . . . . .only 26c. yard

#### Bishop, Sons & Co., Ltd., ST. JOHN'S.

Mail Orders Receive Careful Consideration.

#### Bed Linens and Table Linens.

We regard this group as one of the most important features of the White Sale. The values are, indeed, extraordinary, for the goods are of an exceptionally high standard of value.

WHITE TWILL SHEETING, \$1.31, \$1.40, \$2.06 yard

PILLOW CASES, \$1.01, \$1.49, \$1.62, \$2.18

TWILL SHEETS, \$7.25, \$8.57, \$10.64

BED SPREADS, \$4.75, \$6.52, \$8.17, \$10.55, \$13.20

WHITE TOWELS, 61c., 70c., 98c.

WHITE TABLE DAMASK, \$1.17, \$1.27, \$1.40, \$1.67 yard

WHITE TABLE CLOTHS, \$2.63, \$2.99, \$3.25, \$7.27

LACE CURTAINS, \$2.54, \$2.88, \$3.93, \$5.73, \$6.66, \$10.10

WHITE TEA CLOTHS, 63c., 96c., \$1.13, \$1.31, \$1.53, \$1.74

WHITE BED SPREADS, only \$1.30 pound.

#### D. & A. CORSETS.

Latest 1921 models. New Corsets just opening will be placed on our sale counters at Sale Prices only.

\$1.93, \$2.32, \$2.71, \$3.50, \$4.16, \$5.03, \$6.13, \$7.35, \$8.31 per pair.

#### LADIES' ATHLETIC UNDERWEAR

only \$1.57 Suit.

Similar to brother's and just as comfortable, each garment in sealed dustproof package.

LADIES' FLEECE UNDERWEAR, 88c., \$1.31 and \$1.62 garment

LADIES' WOOL UNDERWEAR, \$1.84, \$2.71, \$3.28, \$3.59, \$3.81 garment.

LADIES' MUSLIN UNDERSKIRTS, \$2.63, \$3.18, \$3.68, \$4.64, \$5.24, \$6.03, \$7.98.

Wonderful Values in SHADOW PROOF PETTICOATS, Embroidered Initials, 4c. dozen.

#### Enquiry Into Girl's Death.

BODY WILL BE EXHUMED.

The police are now investigating the death of a girl which occurred recently at Avondale, and which is supposed to have been caused by exposure after she had spent several hours lying by the grave of her mother. The unfortunate girl had been asked to leave her home for some trivial cause, and she thereupon proceeded to the cemetery and throwing herself across her mother's grave she remained there until found by visitors to the graveyard. Dr. Tait was to leave by this morning's train to conduct a post mortem examination for which purpose the body will be exhumed.

If Peter O'Mara, as Mister Clancy, won't make you laugh, your money will be cheerfully refunded.

#### Guards' Band Concert.

A GREAT SUCCESS.

The Methodist Guards' Band, which for some years has been in abeyance, gave its first concert since its revival, in the College Hall last night. The Hall was filled to overflowing long before the performance began, and the large audience took no pains to hide its appreciation of the splendid musical entertainment provided by the Band. Amongst those who were present were His Excellency the Governor and the Prime Minister, Hon. R. A. Squires. Between the instrumental selections songs were given by some of the best known artists in the city. Those who took part were Mrs. Gordon Christian, Capt. Arthur Bulley, Mrs. C. F. Garland, W. A. Tucker, Miss Elsie Herder, Hon. A. W. Meers, Mrs. C. J. Cahill, Mrs. H. Small and F. M. Ruggles. Miss H. Oates acted as accompanist. Following the concert the members of the band were entertained at lunch in the hall by Hon. R. A. and Mrs. Squires. Replying to a toast to himself and Mrs. Squires, the Prime Minister expressed the hope that the old Methodist Guards' Brigade would be resurrected and grow stronger than the one of the old days. "The Guards should not be revived," he declared. "It should be reborn and given an impetus which would send it away past the old standard." He suggested that efforts at getting the Brigade restarted should not be left until later, but should begin right there.

See Doc Power to-night as "The Ganzy Boy." He's a scream!

#### SINCLAIR CONS. OIL!

Organized as a holding company in 1919. Common shares outstanding no par value, \$307,240. The "High" price of 1919 was \$44.25 and the "low" was \$41.12, while the High of 1920 was \$48.75 and net earnings were \$3.50 per share.

The 1920 report is expected to reveal a very satisfactory state of affairs, and it looks as if the old figures must soon return. The December output showed the largest month on record, and all factors considered, we believe SINCLAIR is headed for a higher market.

CURRENT QUOTATIONS \$24.12.

We advise the purchase of this issue and offer you the fullest facilities for prompt execution of your orders.

**J. I. LACEY & COMPANY, LIMITED,**

STOCKS AND BONDS.

#### A

Big

P. E. Island

Finest Table

Quality,

Butter

in

10, 20, 30 lb. tubs

and

boxes of 2 lb. slabs

in

and solids.

Drop

Butter

Price

SELECTED KING, WAGNER and N. SPY APPLES  
P.E. ISLAND OATS, HAY, TURNIPS & PARSNIPS  
in boxes.

**W. B. FRASER**

has 21,31,60d

#### FIRE INSURANCE. FIRE INSURANCE.

SCOTTISH UNION & NATIONAL INSURANCE COMPANY OF EDINBURGH, SCOTLAND.  
GENERAL ACCIDENT, FIRE & LIFE ASSURANCE CO., LTD., OF PERTH, SCOTLAND.

The above Insurance Companies carry on a successful and extensive business, and always have maintained the highest character for the honourable and liberal discharge of their obligations.

Our first aim in every policy we issue is to ensure the holder complete protection, our second to grant that protection at the lowest possible rate. Write or phone us.

**Nfld. Labrador Export Company, Limited,**

Agents, Board of Trade Building.

#### WORK SHOES



Only

**\$5.50**

the Pair.

#### WORK BOOTS.

The unusual excellence of our Mechanics' Boots has built up for us a splendid trade in this Sturdy Footwear.

These Boots are made strong, they're made honest and in a most painstaking manner.

The stock is durable, and they look well and at the same time are comfortable to wear.

Box and Kangaroo Calf are the good leathers, and nothing is omitted that would add to the comfort or durability of these Boots. Union made—every pair of them.

\$5.50, \$6.20 to \$7.00.

#### Parker & Monroe, Ltd. The Shoe Men.

m,tu,th,s

#### St. John's to Halifax.

The S. S. SABLE I. will probably sail for Halifax on Thursday night, the 27th inst.

For freight rates or passage fares (First Class only) apply to

**HARVEY & COMPANY, LIMITED,**  
Steamship Department.

N.B.—Through rates quoted to Kingston and West Indies ports. Jan 25, 21, tu, th

Forty-Two Years in the Public Service—The Evening Telegram.

#### Personal.

Dr. and Mrs. J. Alex Robinson returned by the Sackem from England after a three months absence.

Mrs. J. Taylor of Gower Street, who had been visiting the Old Country returned by S.S. Sackem.

Mr. P. E. Outerbridge who spent Christmas and New Year's Day in England returned by the Sackem.

Mr. Commander Colville, D.S.O., and Mrs. Colville, arrived by the Sackem and will probably spend some months in St. John's.

Mrs. Foster, wife of Mr. H. Foster of the Commercial Cable Company with her three children returned from England by the S.S. Sackem.

Mr. R. W. Spracklin, who for the past two years has been Marconi Operator on the S. S. Escasoni arrived last night by the S. S. Sackem.

The service on Sunday in the school of the S. S. Sackem was conducted by Major Gallaher of the salvation Army who delivered a brief, sympathetic and appreciated address.

Mr. and Mrs. William Frew left for England by the Digby this morning.

Mr. G. Whiteley is a passenger to England by the Digby.

Mr. E. Murray is a passenger to England by the Digby.

Hon. S. Milley left by the Digby this morning on a visit to England.

Mrs. C. C. Pratt left by the Digby this morning on a visit to friends in England.

Mr. T. Hallett left by the Digby this morning on a business trip to the Old Country.

Mr. William French engineer on the ill-fated Euphrates, arrived at his home, Bay Roberts, from New York via St. John's on Wednesday last. The home-coming was an exceedingly happy one, as his wife and family on New Year's Day had given him up for lost. The townspeople generally were delighted beyond measure when they heard of the rescue of the crew of the Euphrates by the Galileo and the safe return home of the men.

Sis Hopkins ain't got nuthin' on Ricketty Ann at the Casino to-night.

**St.**