

# January Clearance Sales

## THE SALE OF ALL SALES!

**Prices Lower  
than former  
Sale Prices!**

Here are wonderful opportunities to reap savings of economic worth on desirable, dependable, seasonable, good quality, staple and fashionable merchandise which you can use for months to come.

We are going to crowd this Store with satisfied customers during the JANUARY CLEARANCE SALES and we earnestly invite you to come and share in the savings.

NOTE.—As quantities are in many cases restricted, we invite you to come early.

Opening Days

# FRIDAY, SATURDAY and TUESDAY.

**Don't Miss These SPECIAL OFFERS!**

**COTTON BLANKETS**—Single Cotton Blankets in Pink or Blue Grey; very serviceable Blankets for children's beds; will fit any medium size bed; they have a stripe border and will sell as quickly as the ordinary White Blanket. Friday, Saturday and Tuesday, each ..... **1.30**

**Woolnap Blankets, \$5.48 Pair.**  
Good as wool, warm as wool, and yet not nearly so expensive; guaranteed by reputable makers to possess all the warmth giving qualities of its more expensive cousin the wool blanket. We hear their praises everywhere. Why not step in and ask to see them? Friday, Saturday and Tuesday ..... **\$5.48**

**CHECK COTTON BLANKETS**—18 only of these in warm Crimson checks. A good top Blanket; would make a very serviceable lining for winter quilt. Value for \$3.20 each. Our Price, Friday, Saturday & Tuesday ..... **\$2.78**

**12 WADDLED QUILTS**—All that was left of a fast selling line, a heavy wadded make, thoroughly stitched, bound at edge, fancy top and plain Crimson back; a big quilt for a little price. Friday, Sat., & Tuesday, ea. .... **\$2.28**

**10 WADDLED QUILTS**—Another clearing line. Note that we have just 10 left, in mixed Blue, Pink and Yellow. They are a full size, well quilted, both sides alike; small floral designs. Regular \$3.40. Friday, Saturday and Tuesday ..... **\$3.15**

**CLEARING LINES --- Underpriced.**

**MEN'S NIGHTSHIRTS**—In a weight you can appreciate these nightshirts, made from good washing night shirt cloths, assorted sizes, neat striped patterns, without collar. Just a few of each size available. Reg. \$1.90. Friday, Saturday and Tuesday ..... **\$1.69**

**MEN'S FLANNEL SHIRTS**—These offer extra good value. Very comfortable shirts for present wear, made in roomy sizes, neat striped patterns, without collar. Just a few of each size available. Reg. \$2.20 each. Friday, Saturday and Tuesday ..... **\$2.78**

**BOYS' PYJAMAS**—Just a few suits left over from Fall Trade, they come well made, in good English Flannelettes, striped patterns, better and warmer than the ordinary nightshirts. Regular \$1.50 the suit. Friday, Saturday and Tuesday ..... **\$1.35**

**WOOL FRINGE**—Double edge, easy to sew on, wool-ball fringe, in Cardinal and Green shades, very serviceable for edging winter curtains or drapes. Friday, Saturday and Tuesday, per yard ..... **18c**

**CUSHION TOPS, 15c**—Pretty Tapestry Cushion Tops, in assorted patterns, serviceable Tops that will stand constant wear; they are reversible, perhaps you recovering, the opportunity is here, your pick of these Friday, Saturday and Tuesday ..... **15c**

**COATINGS! COATINGS!**—We have a couple of pieces of very pretty mixed Scotch Tweed Coatings, all wool, that would make warm, comfortable, Winter Coats for Ladies' Misses' or children, double with goods. Reg. \$4.80. Friday, Saturday and Tuesday ..... **\$4.50**

**Cord Velvets.**  
In shades of Light Blue, Navy, Cardinal, Mole, Maroon, Green & Grey, etc. Guaranteed good Velvet Fabric. The rolls in some cases are getting short. Come along early, the best of Cord Velvets are here for early shoppers. Regular \$1.60 per yard. Friday, Saturday and Tuesday ..... **\$1.45**

**Huck Toweling  
in Remnant Form.**

That real soft finish quality, pure White. At 20c. per yard it is good value. We are clearing this any length you like, per yard, Friday, Sat. & Tuesday **16c**

**James Baird LIMITED**

**Plaid Rugs, \$2.20**

**PLAID RUGS**—8 only of these Travelling Rugs and Sleigh Rugs, assorted plaid patterns, finished with fringed ends. These are offered at the old price, and exceptional good value at that. Special Friday, Saturday & Tuesday ..... **\$2.20**

**CHILDREN'S AND MISSES' SPATS**—10 and 12 button length in heavy cloth, assorted fawn shades, well shaped and lined with a fine leather edging; a great protection to the edge and keeps it from wearing; assorted sizes. Regular to \$1.70 pair. Friday, Saturday and Tuesday ..... **\$1.49**

**LADIES' HOUSE SLIPPERS**—Neat looking Carpet Slippers, with strong sole and heel, warmly lined. Just what you need about the house; sizes 3 to 7. Special, Friday, Saturday and Tuesday ..... **95c**

**LADIES' UNDERWEAR**—Quality Underwear, all White, nicely fleeced; high neck, long sleeves; pants to match, open or closed. Reg. \$1.00 values. Friday, Sat. & Tuesday, per gar. .... **84c**

**LADIES' CORSET COVERS**—Silk and Wool Corset Covers, shot sleeves, buttoned in front, silk crochet edge at neck; unshrinkable. You would welcome one of these for winter wear. Reg. 75c. Friday, Saturday and Tuesday ..... **67c**

**GIRLS' NIGHTGOWNS**—These are well made and come in White and Striped Flannelettes, rolled collar, long sleeves; sizes to fit children from 4 years to Misses of 17 years. Reg. to 90c. Friday, Saturday and Tuesday ..... **74c**

**VELVET CAPS**—Becoming Caps for winter time, stitched brim, button at top; they show mixed shades such as Red and White, Rose and White, Navy and White, Green and White, Gold and White, etc.; a nice Cap for the ring. Reg. 85c. Friday, Saturday and Tuesday ..... **49c**

**INFANTS' WOOL LEGGINGS**—White wool leggings, extending to instep, they are strapped there, draw string at waist, suitable for child walking or in sleigh. Reg. 45c. pair. Friday, Saturday and Tuesday ..... **39c**

**SILK TRIMMINGS**—Coloured Silk ball and fringe trimmings suitable for Dresses, Scarves and draperies, etc. almost every wanted shade is here: Saxo, Navy, Green, Brown, Grey and Champagne. Reg. 35c. the yard. Friday, Saturday and Tuesday ..... **20c**

**UNDERSKIRTS**—Warm flannelette undershirts in good full sizes, embroidered flounce, plain shades of Grey, Sky and Pink; some of these value for \$1.00 each. Friday, Saturday and Tuesday, clearing at ..... **79c**

**BARGAIN NEWS WORTH READING.**

**LADIES' WOOL GLOVES**—Another clearing line of Ladies' Wool Gloves, mostly fancy Ringwood; plain wrist and fingers and fancy backs; Navy, Brown and Fawn shades. Reg. 65c. Friday, Saturday and Tuesday ..... **57c**

**APRON CLOTH**—Extra strong White Apron Cloth; 36 inches wide. This was bought Job, and offers you extraordinary good value. Try an apron length or two; the outlay is small. Special per yard Friday, Saturday & Tues. **12c**

**BOYS' WOOL GLOVES**—Sizes 3, 4 and 5 in that reputable South Knit impossible to find warmer; these are finished with leather edging and 1 Dome wrist. Just 3 boxes left over from a big stock. Reg. up to 90c pair. Friday, Saturday and Tuesday ..... **75c**

**CHILDREN'S WOOL GLOVES**—Clearing a few dozen pairs of these in fancy ringwood, closely knitted gloves, in Greys, Fawns, Navy and Brown. Reg. 60c. Friday, Saturday and Tuesday ..... **53c**

**LADIES' BOOTS**—A stylish boot with apool heel, dull kid top and gun metal vamp, half sizes are here; this boot is all that it looks, well made, sturdy and easy fitting. Special, Friday, Sat. and Tuesday, your size **\$8.90**

**MEN'S LACED BOOTS**—Surprising value in Men's fine Dongola Kid Boots, a very neat finish. Just the boot for wearing in rubbers; you would be wise in getting a pair for the Spring. Special, Fri., Sat. and Tuesday ..... **\$2.70**

**Showroom Clearings.**

**LADIES' UNDERWEAR**—Quality Underwear, all White, nicely fleeced; high neck, long sleeves; pants to match, open or closed. Reg. \$1.00 values. Friday, Sat. & Tuesday, per gar. .... **84c**

**LADIES' CORSET COVERS**—Silk and Wool Corset Covers, shot sleeves, buttoned in front, silk crochet edge at neck; unshrinkable. You would welcome one of these for winter wear. Reg. 75c. Friday, Saturday and Tuesday ..... **67c**

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**VELVET CAPS**—Becoming Caps for winter time, stitched brim, button at top; they show mixed shades such as Red and White, Rose and White, Navy and White, Green and White, Gold and White, etc.; a nice Cap for the ring. Reg. 85c. Friday, Saturday and Tuesday ..... **49c**

**INFANTS' WOOL LEGGINGS**—White wool leggings, extending to instep, they are strapped there, draw string at waist, suitable for child walking or in sleigh. Reg. 45c. pair. Friday, Saturday and Tuesday ..... **39c**

**SILK TRIMMINGS**—Coloured Silk ball and fringe trimmings suitable for Dresses, Scarves and draperies, etc. almost every wanted shade is here: Saxo, Navy, Green, Brown, Grey and Champagne. Reg. 35c. the yard. Friday, Saturday and Tuesday ..... **20c**

**UNDERSKIRTS**—Warm flannelette undershirts in good full sizes, embroidered flounce, plain shades of Grey, Sky and Pink; some of these value for \$1.00 each. Friday, Saturday and Tuesday, clearing at ..... **79c**



**SILK VEILS**—Ready-to-put on Silk Veils, bordered with Chenille balls, fine mesh, the shades comprise Brown, Purple, White and Black; splendid veils for present wear. Reg. 65c. each. Friday, Saturday and Tuesday ..... **47c**

**LINGERIE BRAIDS**—Put up in convenient 5 yard lengths, get a few for your work box; we offer Sky, Pink and White, a bodkin with each piece. Special, Friday, Saturday and Tuesday, ..... **2 pcs. for 14c.**

**MISSES' SAILOR DRESSES**—My! but these are smart, they come in a good wearing serge trimmed with white and crimson braids, crimson bow, trimmed with eagle and anchor on sleeve and neck; sizes to fit girls from 15 to 20 years; a splendid school dress. Regular \$4.00. Friday, Saturday and Tuesday ..... **\$4.89**

**Clean-Up Sale  
Challie Blouses**

Don't miss this elegant Blouse show in the Showroom. A lovelier lot we have never shown. Low neck styles, long sleeves, trimmed over so daintily with colored silk and fancy buttons and pipings etc. There is a Blouse here to suit every peculiar fancy. Buy and buy as generously as you can; a chance like this comes but once in a while.

Reg. \$2.20  
Friday, Saturday, Tuesday, **\$1.69 each.**

**PLAIDS! PLAIDS!**

**WASH PLAIDS**—These are warm to the feel and very suitable for Blouses or Children's Dresses. They show pretty plaids and checks in Black and White effects. You'll like these, they will wash satisfactorily and have a flannel like appearance; 36 inches wide. Friday, Saturday & Tuesday, per yard **33c**

**Food Control  
and Recruiting.**

Editor Evening Telegram.

Dear Sir,—If it were not so serious the situation as viewed from the standpoint of what the Government is doing regarding Food control would be laughable.

Do they really mean anything or are they simply coddling the people and themselves as well?

We are told that the United States are compelling the people to go on rations, and rightly so, but here while we know that there have been more flour imported in this country in 1917 than for many years, I would venture to say that there are less in the stores now than the Government have any idea of.

Why? Simply because the people have been stuffed up with warnings that there is going to be a shortage and they have put in their stock accordingly.

Why, sir, we are simply living in a fool's paradise and the Government is to blame for a lot of it as instead of controlling it by law they chew the rag over it, and get the Ministers to preach economy and this is simply useless as it either goes in one ear and out the other and no notice taken of it or it makes a man to go down on Monday morning and buy 5 barrels of flour where otherwise he wouldn't have bought at all.

Does anyone think that Canada or the United States are going to supply us indefinitely with Flour, Beef and Pork and know that it is wasted (as it is now) and they be on rations themselves? I guess not and the quicker the Government wakes up to this fact the better.

There is only one remedy and that is Compulsory rationing, as it is worse than useless to appeal to a man's patriotism to save food when they see the extravagance on all sides and while they got the money a storekeeper will not refuse selling them goods.

An illustration of this was in the case of Sugar a few months ago when everyone was appealed to save and the very men that were appealing, would go and buy all the Sugar they required.

Then on the Conscription question I notice that all the papers except the Telegram are dumb.

A month or so ago it was amusing to read the papers on this question as in one part of an article a young man was appealed to to enlist and in the last part of the same article they were called slackers for not doing so.

We are told that at one time there were in St. John's about 2,500 eligible men on the schooners and yet we noticed that there were only a very few volunteered, despite the meetings that were held in the British Hall to stimulate recruiting.

Does the Government give a thought (outside of their party differences) to the Regiment who are bringing credit to the country and incidentally honours to those who altogether under-serve them, viz., Sir Edward Morris.

We were told that if 500 men were not got by the end of the year other means would be employed, and do you know, sir, that there are hundreds that were hoping that conscription would have come in.

All are not slackers, sir, that haven't enlisted and I know scores that would bless the day that would bring conscription, but while there are some that can go (regarding anyone depending on them) and won't go, there are others that won't until those others go.

I know places where there are practically no one gone, and there are others where all the young men are either at the front or have been rejected. Is this right? No, sir.

We are told in the Advocate that the Editor believes that a big crowd can be got by personal recruiting (whatever he means by that) but do you know that right in Coaker's own district there is one place that the Minister dare not preach on the War, particularly to mention recruiting.

What would be the good of personal recruiting there?

The only remedy to keep up the Regiment and the fairest is to have some form of selective Conscription and the quicker it comes the better.

Mr. Gosling in his letter to the Daily News, Christmas edition, was right when he said that the term Slacker should not be applied as much to the young men as the Government, who, when they know the remedy would not take action.

Everyone knows that our Regiment cannot be kept up by the means now used, and we have a body of men who swear to uphold the Flag, fighting among themselves over positions, that if we don't wake up may be occupied by a German.

Let the Government wake up and do something to keep the Regiment at fighting strength, but don't be fooled, thinking that there are many more going to volunteer under the present conditions, as a trip down North will open your eyes to the way the young men look at this volunteering movement.

Yours truly,  
INTERIOR.  
Grand Falls, January 18, 1918.  
Every Saturday evening after 7 o'clock, Choice Ends of Beef, Mutton, Lamb, Pork will be sold at cost. ELLIS & CO., LTD., 203 Water Street.—nov29,18