

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.

Reg. 60c. White Sale Price	49c.
Reg. 90c. White Sale Price	73c.
Reg. \$1.00. White Sale Price	\$1c.
Reg. \$1.60. White Sale Price	\$1.33
Reg. \$2.00. White Sale Price	\$1.63

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. 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.

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	\$1.29
Reg. \$2.20. White Sale Price	\$1.50
Reg. \$2.50. White Sale Price	\$2.05
Reg. \$3.50. White Sale Price	\$2.88

PILLOW SLIPS.

We are well stocked in these showing plain, fringed, embroidered and hemstitched; sizes are varied ranging from 18 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	29c.
Reg. 30c. White Sale Price	34c.
Reg. 35c. White Sale Price	38c.
Reg. 40c. White Sale Price	42c.
Reg. 50c. 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, Piques, 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, 14c per yard.

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.



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	\$1.23
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	\$2.44

TUCKED LAWNS.

Hundreds of yards to 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	28c.
Reg. 45c. each. White Sale Price	37c.
Reg. 65c. each. White Sale Price	57c.

Ladies' White Wool Gloves.

Two makes in this lot, fine Viyella Wool and a Silk and Wool mixture; perfect washing Gloves, closely woven. Reg. up to 60c. White Sale Price 48c.

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

With a generous assortment of Ladies' and Misses' light apparel—Corset Covers, Camisoles, Chemises, Knickers, Princess Slips, Nightgowns, Underskirts, etc., of beautiful fine White Muslin, Longcloth and Lawn, exquisitely fashioned and trimmed with Embroidery and Lace. Every garment perfect in cut and finish, and all featured at special prices during White Sale.

Children's White Dresses.

A very special lot of dainty White Dress—trimmed with embroidery and lace, lace edging at neck and sleeves, low neck and 3/4 sleeves; sizes to fit girls from 2 to 14 years. Reg. up to \$1.60. White Sale Price \$1.18.

Underskirts.

Swift and sure cuts are to be found here, even the cheaper grades comply 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	76c.
Reg. \$1.20. White Sale Price	\$1.03
Reg. \$1.70. White Sale Price	\$1.44
Reg. \$2.00. White Sale Price	\$1.76
Reg. \$2.50. White Sale Price	\$1.92
Reg. \$3.20. White Sale Price	\$2.43

Nightdresses.

The best in English and American makes, high and low necks, nicely trimmed, some with ribbon beading and handsome embroidery—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. \$2.50. White Sale Price	\$1.92

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	23c.
Reg. 40c. White Sale Price	32c.
Reg. 60c. White Sale Price	52c.
Reg. 80c. White Sale Price	68c.
Reg. \$1.10. White Sale Price	96c.
Reg. \$1.80. White Sale Price	\$1.48

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.

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.

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. \$3.20. 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.

Reg. 45c. White Sale Price	38c.
Reg. 60c. White Sale Price	42c.
Reg. 80c. White Sale Price	68c.

Ladies' COLLARS.

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

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 64 inches; made from best quality Muslin and fine Longcloths; dainty patterns.

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 fringed 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.

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



Lord Roseberry's Appeal to Scotland.

Lord Roseberry made a passionate appeal to Scotsmen when addressing 5,000 men who crowded St. Andrew's Hall, Glasgow, last week.

"Where I live in a remote countryside man goes forth to his labor till the evening, the ploughing goes on, all the operations of agriculture, and except for a searchlight at night occasionally, you could not dream that we were living except in times of profound peace. It is a sparse neighborhood, and therefore it is easy to entertain that delusion.

"But I suppose if I had come to Glasgow to-day and been in Buchanan Street at noon I should have seen the customers crowd hustling and bustling about after their business, seeking what none of us is ever destined to find, that little more which will satisfy us.

OUR ODDS IN THE FIELD.

"I ask every man here, does he realize that within twenty-five miles of the southern coast of this island, a battle is raging, and has been raging for three months, and may, for all I know, rage for three years more, on which our safety, our future, the existence of our country, our Empire, are staked as the hazard? It is not a battle, a campaign, a few battles to be lost or won, perhaps a province to be annexed, such as the battles you read of in history. It is a battle of life or death. If you win you may not do more than continue to exist and develop, but if you lose you are shattered and damned.

"Whatever the cause of it may be, we have to face the fact that the two Empires are locked in a death-struggle for supremacy and existence, the existence and supremacy of two contending principles, one of liberty and the other of oppression, a contest for existence between two Empires that are not accustomed or willing to submit. Is not that a sufficiently formidable crisis for you, gentlemen? Is that not something that you may take back to your homes, and may consider that the vital principle which at this moment is governing and must govern your lives?

"When we think of this contest we must think of the forces in support of each Empire. I suppose that as regards the British Empire in the field the odds are as twenty to one at least on behalf of the German Army. When you consider what you have at stake, one to twenty is not enough. What you have to do in order to achieve any permanent success and any prompt or satisfactory peace, is to send many hundreds of thousands more men into the field so as to be able to invade German soil and to inflict a crushing blow upon that invader.

"What we want after all, besides security, is peace, the promptest and most satisfactory peace that we can obtain. In fact, I think that we are determined that we will not lay down our arms until we have obtained such a peace. The only way to obtain peace is to have an overwhelming force in the field. Make no mistake about the Germans. We have seen all sorts of things in the papers about their surrendering easily, and so forth. Every man who has met them in war, and in this war, is loud in praise of their courage, passive courage, but determined and unflinching courage. But when you are going to meet millions of men like that, in order to obtain security and peace you must have millions to oppose these. You will not with a very inferior force defeat the Germans.

OUR SUPREME OBJECT.

"I say that our supreme object being a quick and decisive peace, the only thing that can bring it about are quick and decisive successes, and these can only be obtained by more men being sent to the front.

"Sons of Glasgow, sons of Scotland, sons of the Empire, stand forth now, and do your duty to Glasgow, to Scotland, and to the Empire. You have now the chance of your lives. In a few weeks if you enrol yourselves you may all be heroes, for every one of our soldiers in the trenches at this moment is a hero, and you will remain heroes for the rest of your lives.

"I have no fear for the issue now except that tardiness may retard it—I have no fear for the issue if we only stand true to ourselves and face the truth and realize the vital importance of the crisis in which we are destined to live.

"Come the four corners of the world in arms And we shall shock them; naught shall make us rue If Briton to herself do rest but true."

PUBLISHED BY AUTHORITY.

His Excellency the Governor in Council has been pleased to appoint Mr. A. J. Hoffe, to be Sub-Collector of Customs at Change Islands; Mr. John Snow (Brigus), to be a Surveyor of Lumber.

"VICTORY" FLOUR

Makes sweet white bread, is strong, full of fresh white flour, loaf lasts. I in AGENCIES, Ltd.—Jan 14, 1915.