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TIONS

Vhite eeting mnant gain

suitable for double beds, etc. All fine orics, at

15c.

yard.

good value at yard.

GAINS

GOODS

ANTS Cloth and

te Muslin Voile Marvellous

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BOYS

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MEN

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proidered Dress

to \$3.20.

Bargain e would be if only for the als in them. We few at

and \$2.50

lar values

e up to \$6.50.

CENTRAL STORE

or evening coiffures are

ODDS

During This ANNUAL FEBRUARY SALE There Will Be Exceptional Bargains in Every Department of This Store.

MAIL ORDERS---

Do you know that you can do your shopping just as well by Mail, thereby saving yourself much time and annoyance? Send us your orders—the Manager of this department gives his personal attention to all Mail Orders, which is a guarantee that your wants will be carefully attended to.

In addition to reduced prices on almost everything in stock—special low prices on odds and ends left over from our recent White Sale—there are several important sales of brand new Spring merchandise in progress, and the money saving opportunities cover practically every conceivable want of man, woman and child, for personal or household usc.

Buy Heavily! Buy for future needs, for it's very doubtful if goods of equal quality can be sold for such low prices for some time to come.

vercoat that will make them GO quickly. Let us help you to pay less and

wear better clothes. Every garment is well made and carefully finished. and you will save considerably by taking advantage of these opportunities.

Men's Overcoats.

| Regular | \$7.50 | each. | Sale | Price | | | | | \$6.73 |
|---------|---------|-------|------|-------|----|------|------|------|---------|
| Regular | \$10.00 | each. | Sale | Price | | | | | \$9.00 |
| Regular | \$10.50 | each. | Sale | Price | | | | | \$9.43 |
| Regular | \$12.50 | each. | Sale | Price | | | | | \$11.2 |
| Regular | \$13.50 | each. | Sale | Price | | | | | \$12.1 |
| Regular | \$15.00 | each. | Sale | Price | | | | | \$13.5 |
| Regular | | | | | | | | | |
| Regular | \$16.00 | each. | Sale | Price | | | | | \$14.40 |
| Regular | \$17.50 | each. | Sale | Price | | | | | \$15.7 |
| 1 | MEN'S | S MAC | KINT | OSHE | S. | | | | |

| 'S RAGLANS. | The state of the s |
|---|--|
| ades of Grey, Green, Fawn and Brown, in our smart styles. | A magnificent assortment of these servcieable garments, in Fawn and Brown shades. You can |
| dar \$11.50 each. Sale Price \$10.35 dar \$13.50 each. Sale Price \$12.15 dar \$14.50 each. Sale Price \$13.05 dar \$15.50 each. Sale Price \$13.95 | search the city through and through and you won't find the equal of the remarkable values offered here during this Sale. |
| S' RAGLANS. dar \$7.00 each. Sale Price \$6.30 | Regular |
| 'S MACKINAW COATS. | Regular \$8.75 each. Sale Price \$7.88 Regular \$9.5 deach. Sale Price \$8.55 |
| S' MACKINTOSHES. | Regular \$10.50 each. Sale Price \$9.45 |
| llar \$6.00 each. Sale Price\$5.40 llar \$6.25 each. Sale Price\$5.63 llar \$6.50 each. Sale Price\$5.85 llar \$7.00 each. Sale Price\$6.30 | Regular \$11.00 each. Sale Price \$9.90 Regular \$12.00 each. Sale Price \$10.80 Regular \$13.00 each. Sale Price \$11.70 |
| 'S BLACK RUBBER COATS. | Regular \$13.50 each. Sale Price |
| tlar \$4.75 each. Sale Price | Regular \$16.00 each. Sale Price |
| tlar \$6.75 each. Sale Price | Regular \$21.00 each. Sale Price \$18.90 |
| 'S MOTOR OIL COATS. | MEN'S BLACK SILK OIL HATS. |
| (Khaki color.) | Regular 85c. each. Sale Price |

Ladies' SKIRTS. RIBBONS.

Attention is in-





ly pure and free from all dressing. Comes 34 to 36 inches wide, in pretty striped patterns. Colors: Pink ant White, Fawn-

| Regular | 25c. | yard. | Sale | Price | | |
|---------|------|-------|------|-------|------|--|
| Regular | 27c. | yard. | Sale | Price | | |
| Regular | 35c. | yard. | Sale | Price | | |

SPECIAL SAVINGS

Plain White Stone

| 1 | 5 inch. Regular 7c. each. Sale Price 6c. |
|----|---|
| 1 | 6 inch. Regular 8c. each. Sale Price 7c. |
| 1 | 7 inch. Regular 10c. each. Sale Price 9c. |
| 1 | 6 inch. Regular 8c. each. Sale Price 7c. 7 inch. Regular 10c. each. Sale Price 9c. 8 inch. Regular 11c. each. Sale Price 10c. |
| | Green and Pink Print. |
| ١ | 5 inch. Regular 7c. each. Sale Price 6c. |
| ı | |
| ١ | STONE CHINA |
| ı | Pink and Blue finished edge. |
| ı | 5 inch. Regular 9c. each. Sale Price Sc. |
| ı | 6 inch. Regular 10c. each. Sale Price 9c. |
| ١ | |
| | CHINA PLATES |
| | Finished White and Gold, |
| â | 5 inch. Regular 12c. each. Sale Price 11c. |
| | 6 inch. Regular 16c. each. Sale Price 14c. |
| | 7 inch. Regular 20c. each. Sale Price 18c. |
| | |
| | TEA SETS |
| | Best English China, mazarine band and |
| | gold rim. 21 pieces to set. |
| | Regular \$3.60 set. Sale Price\$3.24 |
| | |
| 98 | LITHO and GILT |
| | 21-Piece Sets. |
| | Regular \$3.60 set. Sale Price \$3.24 |
| | 40-Piece Sets. |
| | Regular \$6.25 set. Sale Price \$5.63 |
| | Regular \$8.00 set. Sale Price \$7.20 |
| | · · · · · · · · · · · · · · · · · · · |
| | TEAPOTS |
| | Plain Brown Rock. |
| | Regular 26c. each. Sale Price24c. |
| | Regular 30c. each. Sale Price27c. |
| | Regular 33c. each. Sale Price30c. |
| | |

| | Regular 33c. each. Sale Price30c. |
|---|---|
| LADIES' BLACK & NAVY CLOTH SKIRTS. Regular \$1.90 each. Sale Price | Fancy Brown Rock. Regular 35c. each. Sale Price 32c. Mottled and Banded. Regular 40c. each. Sale Price 35c. TOILET SETS Fancy Blue and Green printed patterns; handsome designs; 5 pieces to set. Regular \$2.75 est. Sale Price \$2.48 Finished with White and Gold or Blue bands. Regular \$3.75 set. Sale Price \$3.38 |
| Regular \$3.25 each. Sale Price \$2.69 Regular \$3.50 each. Sale Price \$2.90 LADIES' NERVE SERGE SKIRTS. Regular \$5.50 each. Sale Price \$4.50 Regular \$8.50 each. Sale Price \$7.13 Regular \$13.00 each. Sale Price \$10.89 LADIES' TWEED SKIPTS | LITHO and GILT Regular \$3.90 set. Sale Price \$3.51 Fancy Toilet Sets, with raised floral designs and finished in various colors and gilt. |
| LADIES' TWEED SKIRTS. Regular \$3.75 each. Sale Price \$3.15 Regular \$5.00 each. Sale Price \$4.10 Regular \$6.00 each. Sale Price \$4.98 | Regular \$5.50 set. Sale Price |

The GREATEST SALE

of DRESS & COSTUME **GOODS** Ever Recorded in the Merchandise History of St. John's

Our entire stock of Dress and Costume Goods will be offered during this Sale at remarkably reduced prices. The three monotable features of this Dress Goods Sale is the unusual variety or assortments, the unquestionable quality compared with to-day's value, and the low prices which are simply unmatchable in St.

It is safe to predict that this Sale will outshine similar occa ions in the history of this Store.

| Reg. | 60c. | yd. | Sale | Price | 52c. |
|------|--------|-----|------|-------|--------|
| Reg. | 85c. | yd. | Sale | Price | 73c. |
| Reg. | \$1.00 | yd. | Sale | Price | 85c. |
| Reg. | \$1.25 | yd. | Sale | Price | \$1.05 |

| COSTUME OU | ODD. | | |
|------------------|------|-------|--------|
| Fancy Suiting: | | | |
| Reg. \$2.50 ·yd. | Sale | Price | \$2.15 |
| Gaberdine. | | | |
| Reg. \$2.00 yd. | Sale | Price | \$1.70 |
| Diagonal. | | | |
| Reg. 95c. yd. | Sale | Price | 82c. |
| Whipcord. | | | |
| Reg. 95c. yd. | Sale | Price | 73c. |
| Soudan Cloth. | | | |
| Reg. \$3.00 yd. | Sale | Price | \$2.55 |
| Lustre. | | | |
| Reg. \$1.40 yd. | Sale | Price | \$1.20 |

Reg. 70c. yd. Sale Price 60c

| Reg. | 95c. | yd. | Sale | Price | 82c. |
|------|------------------------|---|------------------------|-------|--------|
| Reg. | \$1.00 | | Sale | Price | 85c. |
| Reg. | \$1.10 | | Sale | Price | 94c. |
| Reg. | \$1.20 | yd. | Sale | Price | \$1.00 |
| Reg. | \$1.25 | yd. | Sale | Price | \$1.05 |
| Reg. | \$1.35 | yd. | Sale | Price | \$1.15 |
| Reg. | \$1.40 | .yd. | Sale | Price | \$1.20 |
| Reg. | \$1.45 | yd. | Sale | Price | \$1.25 |
| Reg. | \$1.50 | yd. | Sale | Price | \$1.35 |
| Reg. | \$1.65 | yd. | Sale | Price | \$1.40 |
| Reg. | \$1.80 | yd. | Sale | Price | \$1.55 |
| Reg. | \$1.95 | yd. | Sale | Price | \$1.65 |
| Reg. | \$2.00 | yd. | Sale | Price | \$1.70 |
| Reg. | \$2.10. | yd. | Sale | Price | \$1.80 |
| Reg. | \$2.25 | yd. | Sale | Price | \$1.90 |
| Reg. | \$2.30 | yd. | Sale | Price | \$1.95 |
| Reg. | \$2.45 | yd. | Sale | Price | \$2.10 |
| Reg. | \$2.50 | yd. | Sale | Price | \$2.15 |
| Reg. | \$2.55 | yd. | Sale | Price | \$2.20 |
| Reg. | \$2.85 | yd. | Sale | Price | \$2.43 |
| Reg. | \$3.00 | yd. | Sale | Price | \$2.55 |
| Reg. | \$3.40 | | Sale | Price | \$2.90 |
| Reg. | \$3.50 | | Sale | Price | \$2.99 |
| Reg. | \$5.00 | | Sale | Price | \$4.25 |
| | | | | | |
| GRE | Y DR | ESS | and | | |
| | Security of the second | 100000000000000000000000000000000000000 | And Control of Control | | |

COSTUME GOODS. Reg. \$1.75 yd. Sale Price \$1.50 Reg. \$2.00 yd. Sale Price \$1.70

Reg. 85c. yd. Sale Price 73c.

Reg. \$3.00 yd. Sale Price \$2.55

| GREEN DE COSTUME | 3.58.37456 | | | |
|---------------------------|------------|------|-------|--------|
| Diagonal. Reg. \$1.50 | yd. | Sale | Price | \$1.25 |
| Soudans. Reg. \$3.00 | yd. | Sale | Price | \$2.55 |
| Amazons. Reg. \$1.25 | yd. | Sale | Price | \$1.05 |
| Amazons. Reg. \$2.25 | yd. | Sale | Price | \$1.90 |
| Amazons. Reg. \$2.60 | yd. | Sale | Price | \$2.25 |
| Venetians. Reg. \$2.10 | | | Price | \$1.80 |
| Sponge Vel Reg. \$2.20 | ours. | Sale | Price | \$1.85 |
| Hopsac. | | | Duino | |

SAXE DRESS and COSTUME GOODS.

| DOT B | | | | | |
|-------|--------|-----|------|-------|--------|
| Reg. | \$1.80 | yd. | Sale | Price | \$1.50 |
| Diag | | | | | |
| | \$1.50 | yd. | Sale | Price | \$1.25 |
| Gabe | rdine. | | | | |
| Reg. | \$2.00 | yd. | Sale | Price | \$1.70 |
| Eolie | nne. | | | | |
| Reg. | \$1.50 | yd. | Sale | Price | \$1.25 |
| | | | | | |

COSTUME GOODS.



| Reg. | \$1.00 | yd. | Sale | Price | 85c |
|------|--------|------|------|-------|--------|
| Reg. | \$1.10 | yd. | Sale | Price | 94c |
| Reg. | \$1.20 | yd. | Sale | Price | \$1.00 |
| Reg. | \$1.30 | yd. | Sale | Price | \$1.10 |
| Reg. | \$1.40 | yd. | Sale | Price | \$1.20 |
| Reg. | \$1.50 | yd. | Sale | Price | \$1.25 |
| Reg. | \$1.80 | yd. | Sale | Price | \$1.55 |
| Reg. | \$2.00 | yd. | Sale | Price | \$1.70 |
| Reg. | \$2.40 | yd. | Sale | Price | \$2.0 |
| Reg. | \$2.50 | yd. | Sale | Price | \$2.15 |
| BLA | | - Nm | GED | COTE: | |
| | ERNM | | | | |
| Reg. | \$2.25 | vd. | Sale | Price | \$1.90 |

| Reg. | 70c. | yd. | Sale | Price | 60c. |
|------|--------|-----|------|-------|--------|
| | | | | Price | |
| Reg. | \$1.25 | yd. | Sale | Price | \$1.05 |
| | \$1.40 | | | Price | \$1.20 |
| Reg. | \$1.50 | yd. | Sale | Price | \$1.25 |
| Reg. | \$1.65 | yd. | Sale | Price | \$1.40 |

| 1 | AMAZUN | CTOI | H. | | | | | |
|---|-------------------------------------|------|------|-------|--------|--|--|--|
| I | Reg. \$1.25 | yd. | Sale | Price | \$1.05 | | | |
| I | Reg. \$1.35 | yd. | Sale | Price | \$1.15 | | | |
| 1 | Reg. \$2.25 | yd. | Sale | Price | \$1.90 | | | |
| | BLACK and WHITE SHEPHERD CHECKS. | | | | | | | |
| 1 | Reg. 60c | yd. | Sale | Price | 52c. | | | |
| 3 | Reg. \$1.10 | vd. | Sale | Price | 94c. | | | |

COATINKS COATINGS

| BOX CLOTH. | 42-9-3 |
|-----------------|-------------------|
| | awn, Scarlet and |
| Saxe. | |
| | Sale Price \$2.30 |
| Reg. \$3.00 yd. | Sale Price \$2.55 |
| BLANKET CO | ATINGS. |
| In Brown S | axe, Tan, Emerald |
| and Scarlet. | arc, ran, |

Reg. \$2.25 yd. Sale Price \$1.90 Reg. \$2.50 yd. Sale Price \$2.15 TWEED COATINGS. Brown and Heather.
Reg. \$2.00 yd. Sale Price \$1.70
HONEYCOMBE COATINGS.
Reg. \$1.40 yd. Sale Price) \$1.20
SCARLET NAP CLOTH. Reg. \$3.10 yd. Sale Price \$2.65 | Reg. \$1.30 yd. Sale Price. \$1.10

| 1 | | | | | |
|-----------|----------------------------|--------------|------------|--------|--------|
| | Eolienne. Reg. \$1.00 | yd. | Sale | Price | 85c |
| | Eolienne. Reg. \$1.50 | yd. | Sale | Price | \$1.2 |
| | Eolienne. Reg. \$1.60 | yd. | Sale | Price | \$1.3 |
| | Eolienne. Reg. \$1.65 | yd. | Sale | Price | \$1.40 |
| | Marquisite Reg. 90c. | yd. | Sale | Price | 77e |
| | Marquisite. Reg. \$1.10 | yd. | Sale | Price | 94c |
| | Voile. Reg. \$1.20 | yd. | Sale | Price | \$1.00 |
| | Voile. Reg. \$1.25 | yd. | Sale | Price | \$1.0 |
| | Voile. Reg. \$1.30 | | Sale | Price | \$1.10 |
| | Wool Crep Reg. \$1.25 | yd. | | Price | \$1.0 |
| | Mohair Sh Reg. \$1.85 | antin yd. | g. Sale | Price | \$1.5 |
| Section 1 | Armures. Reg. 85c. | yd. | Sale | Price | 730 |
| | Armures. Reg. 95c. | yd. | Sale | Price | 820 |
| | Roxana. Reg. \$1.80 | yd. | Sale | Price | \$1.5 |
| | Lustres. Reg. 85c. | yd. | Sale | Price | 736 |
| | Lustres. Reg. \$1.10 | | | | |
| | Lustres. Reg. \$1.20 | | | | |
| | Lustres. Reg. \$1.35 | | | | |
| | Sicilians. Reg. \$1.20 | yd. | Sale | Price | \$1.0 |
| | Sicilians. Reg. \$1.65 | yd. | Sale | Price | \$1.4 |
| | Box Cloth Reg. \$2.50 | yd. | Sale | Price | \$2.1 |
| | Box Cloth Reg. \$2.65 | yd. | Sale | Price | \$2.3 |
| | Reg. 80c. | yd. | Sale | Price | 68 |
| | Cashmeres Reg. \$1.10 | s. yd. | Sale | Price. | . 94 |
| | Cashmere Reg. \$1.25 | S. | | | |
| | Cashmere | | Cala | | 011 |

and COSTUME GOODS.

MEN'S WORK SHIRTS.

width.

Sale Price .

Regular 75c. yard. Sale Price 63c.

Regular 80c. yard. Sale Price 67c.

Regular 90c. yard. Sale Price 76c.

Regular 5c. yard. Sale Price Regular 8c. yard. Sale Price Regular 12c. yard. Sale Price

Regular 30c. yard, Regular 35c. yard.

Hard wearing Bedford Drill Shirts, made in good roomy sizes, in colors of Khaki and Fawn; double stitched bolted seams; one breast pocket; comfortable fitting collar attached; all sizes. Regular \$1.60 each. Worth considerably more.





MEN'S WORK SHIRTS.

Made from all-wool flannel, in shades of Khaki, Navy and Grey. This is a special job line that we were very fortunate in getting. They come in different qualities. Values up to \$2.50 each.

Sale Price, \$1.35

<u>ଧୂରାବିଦାର ବାଦ୍ୟ ନ୍ଦ୍ର ପର୍ମ ବାଦ୍ୟର ବ</u>