

EVERY Department is putting forth a supreme effort to make the last week of February a record selling week---the biggest of our 14th Annual Sale. These remarkable money-saving inducements will help us.

What We Save You on Men's Clothing.



You can search the city thru and thru and you won't find the equal of the remarkable values offered during this great sale; you'll find it pays to buy where the goods are guaranteed to give perfect satisfaction, where your money can be depended upon to bring the greatest returns---that's here.

MEN'S TWEED SUITS, in plain and fancy effects, light and heavy weights, double and single breasted coats, single breast vests. Full range of sizes. Reg., \$4.00..... Sale Price, \$3.45 suit.

MEN'S TWEED SUITS, in dark effects, single & double breasted coats. Full range of sizes. Reg., \$4.50..... Sale Price, \$3.85 suit.

MEN'S TWEED SUITS, in ten different patterns, in stripe and check effects, single and double breasted coats. Also a splendid line of Navy Serge Suits. Full range of sizes. Reg., \$5.50..... Sale Price, \$4.40 suit.

MEN'S TWEED CHEVIOTS, PLAIN AND FANCY SERGE SUITS, in dark effects, several patterns, single and double breasted coats and vests, our best selling line. Not a full range of sizes in each line. Reg., \$7.50..... Sale Price, \$6.10 suit.

MEN'S TWEED, CHEVIOT AND SERGE PANTS, ten different patterns in the assortment, all sizes. Reg., \$1.80..... Sale Price, \$1.48 pair.

MEN'S TWEED AND HOMESPUN PANTS, in medium and heavy weight. Full range of sizes. Reg., \$1.50..... Sale Price, \$1.30 pair.

MEN'S TWEED PANTS, mostly dark grey and fancy stripe effects. Reg., \$1.00..... Sale Price, 89c. pair.

MEN'S BLACK AND FANCY SERGE, FANCY TWEEDS AND ENGLISH WORSTED SUITS, immense selection of patterns, single and double breasted coats and vests. Not a full range of sizes in each line. Reg., \$10..... Sale Price, \$8.65 suit.

MEN'S TWEED, WORSTED AND SERGE PANTS, in the newest stripes and plain effects. Full range of sizes. Reg., \$2.00..... Sale Price, \$1.70 pair.

MEN'S DARK TWEED PANTS, mostly stripe effects, cross and side pockets. Full range of sizes. Reg., \$2.50..... Sale Price, \$2.20 pair.

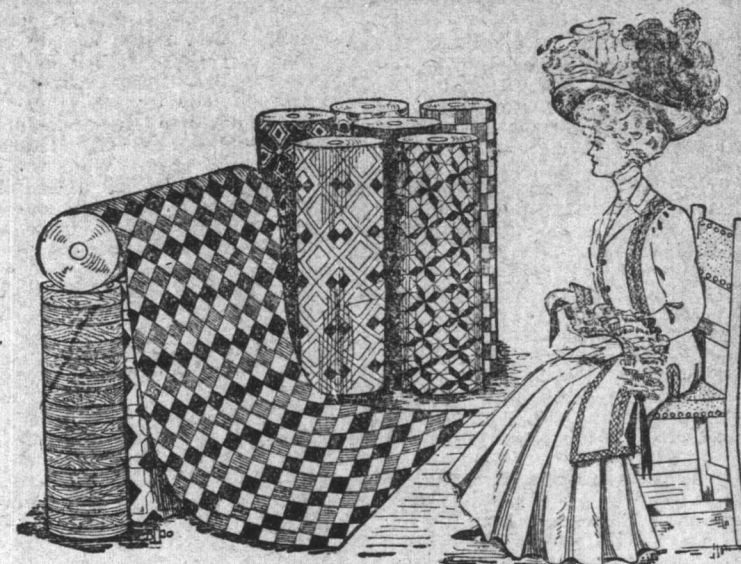
MEN'S FANCY STRIPED WORSTED PANTS, our leading line, cross and side pockets. Reg., \$3.00..... Sale Price, \$2.55 pair.

A New Shipment of Linoleums and Canvases.

Just Opened, Go on Sale at Greatly Reduced Prices.

You cannot expect such opportunities to save every day, and the importance of buying all the floor covering you expect to have need of in spring is now apparent.

We are showing the best and most complete range of linoleums and canvases in town (including a new shipment of 6,000 yards only opened this week) comprising all the best makes in all the latest styles of Oak, Plank, Royal Parquetry, Tile and Floral effects, everything, in fact, of the best.



4,000 yards English Floor Oilcloth.

Regular 45c. yard . . . for 42c.
Regular 60c. yard . . . for 54c.
Regular 70c. yard . . . for 60c.
2 yards wide, Perfect Goods (just opened.)

2,000 yards English Linoleums

Regular \$.90 yard . . . for \$.78.
Regular \$1.00 yard . . . for \$.85.
Regular \$1.10 yard . . . for \$.90.
Regular \$1.75 yard . . . for \$1.62.
Regular \$2.20 yard . . . for \$1.98.
Regular \$2.50 yard . . . for \$2.28.
2 yards wide, Perfect Goods (just opened.)

We are Simply Delighted with the Success of Our Sale of Blouses.

The
Exclusiveness
of Our
Blouses
is a
Feature of
This Store

Delighted because we have been able to meet your wishes so completely and give you such pleasure as has been manifested since the sale commenced. Mind you, we think the blouses themselves are well worthy of the reception they are receiving. They are, in fact, the most stylish and perfect-fitting blouses we have ever imported.

Compare the values and varieties with that of any other you know of and you will understand the enthusiasm and appreciation of the crowds that throng this section daily. Every one of them is a new 1910 model, with dainty embellishments of fine embroidery and laces, exquisitely trimmed. Better come early for choice; they're going like the proverbial "hot-cakes" and no wonder, for such styles and such values have never before been offered to St. John's women. The prices are:—

59c., 66c., 75c., 94c., \$1.02, \$1.10, \$1.14 to \$3.20.

Every Day Counts Now. These Values won't Last Much Longer.

WHITE TWILL SHEETINGS
72 in wide. Reg. 30c. Sale Price, 25c. yd
72 in wide. Reg. 35c. Sale Price, 30c. yd
72 in wide. Reg. 40c. Sale Price, 33c. yd
80 in wide. Reg. 45c. Sale Price, 38c. yd
72 in wide. Reg. 50c. Sale Price, 42c. yd
90 in wide. Reg. 75c. Sale Price, 65c. yd

CIRCULAR AND PLAIN PILLOW COTTON
40 in wide. Reg. 20c. Sale Price, 17c. yd
40 in wide. Reg. 24c. Sale Price, 20c. yd
42 in wide. Reg. 30c. Sale Price, 25c. yd
46 in wide. Reg. 35c. Sale Price, 30c. yd
Regular 24c. yard for . . . 20c.

WHITE SHIRTINGS
Regular 18c. yard for . . . 15 c.
Regular 16c. yard for . . . 12 1/2 c.
Regular 14c. yard for . . . 12 c.
Regular 11c. yard for . . . 9 1/2 c.

BLEACHED TABLE LINEN
Regular 10c. yard for . . . 8 1/2 c.
54 in wide. Reg. 30c. Sale Price, 25c. yd
58 in wide. Reg. 40c. Sale Price, 34c. yd
64 in wide. Reg. 50c. Sale Price, 42c. yd
66 in wide. Reg. 75c. Sale Price, 60c. yd
68 in wide. Reg. 80c. Sale Price, 65c. yd
68 in wide. Reg. 90c. Sale Price, 75c. yd
68 in. wide. Reg. \$1.00. Sale, 80c. yd.
68 in. wide. Reg. \$1.45. Sale, \$1.00 yd.
72 in. wide. Reg. \$1.65. Sale, \$1.05 yd.
72 in. wide. Reg. \$1.60. Sale, \$1.10 yd.
72 in. wide. Reg. \$2.00. Sale, \$1.40 yd.

WHITE H. C. QUILTS
Reg. \$1.10, 2 1/2 yds. long for . . . \$.90
Reg. \$1.50, 2 1/2 yds. long for . . . \$1.08
Reg. \$1.90, 2 3/4 yds. long for . . . \$1.50
Reg. \$2.00, 2 3/4 yds. long for . . . \$1.65
Reg. \$2.25, 3 yds. long for . . . \$1.85

WHITE GRECIAN QUILTS
Reg. \$1.20, 2 1/2 yds. long for . . . \$.98
Reg. \$1.55, 2 3/4 yds. long for . . . \$1.30

WHITE MARCELLA QUILTS
Reg. \$1.55, 2 1/2 yds. long for . . . \$1.25
Reg. \$2.00, 2 3/4 yds. long for . . . \$1.65
Reg. \$2.40, 3 yds. long for . . . \$1.95
Reg. \$2.75, 3 yds. long for . . . \$2.30
Reg. \$3.00, 3 yds. long for . . . \$2.50
Reg. \$3.50, 3 yds. long for . . . \$2.90
Reg. \$4.00, 3 yds. long for . . . \$3.35
Reg. \$4.50, 3 yds. long for . . . \$3.75
Reg. \$5.25, 3 yds. long for . . . \$4.25
Reg. \$5.75, 3 yds. long for . . . \$4.65

UNBLEACHED TABLE LINEN
40 in wide. Reg. 18c. Sale Price, 15c. yd
39 in wide. Reg. 22c. Sale Price, 18c. yd
48 in wide. Reg. 24c. Sale Price, 20c. yd
50 in wide. Reg. 30c. Sale Price, 25c. yd
56 in wide. Reg. 40c. Sale Price, 34c. yd
51 in wide. Reg. 45c. Sale Price, 39c. yd
56 in wide. Reg. 55c. Sale Price, 45c. yd
60 in wide. Reg. 50c. Sale Price, 42c. yd
56 in wide. Reg. 60c. Sale Price, 48c. yd
52 in wide. Reg. 65c. Sale Price, 45c. yd
56 in wide. Reg. 60c. Sale Price, 50c. yd
72 in wide. Reg. 95c. Sale Price, 65c. yd

WHITE HONEYCOMB TOILET COVERS
50c. values for . . . 42c.
40c. values for . . . 34c.
30c. values for . . . 25c.
20c. values for . . . 16c.
18c. values for . . . 14c.

MARCELLA TOILET COVERS
50c. values for . . . 42c.
40c. values for . . . 34c.
35c. values for . . . 30c.
28c. values for . . . 22c.
25c. values for . . . 20c.
20c. values for . . . 16c.

TAMBORED LAWN SIDEBORD CLOTHS
Reg. \$1.00, 14x68 in. . . for 80c.
Reg. 90c., 14x68 in. . . for 72c.
Reg. 60c., 12x42 in. . . for 48c.
Reg. 50c., 12x42 in. . . for 38c.
Reg. 28c., 12x42 in. . . for 21c.

FANCY EMBROIDERED SOILED LINEN BAGS
Reg. 30c. Sale Price, 24c
Reg. 25c. Sale Price, 20c

SIDEBORD CLOTHS
Linen Embroidered and Hemstitched
Reg. 90c., 15x68 in. . . for 72c.
Reg. 75c., 15x68 in. . . for 60c.
Reg. 60c., 15x68 in. . . for 48c.

TEA CLOTHS
Linen Embroidered and Hemstitched.
Reg. 75c., 36x36 in. . . for 60c.
Reg., 60c., 32x32 in. . . for 48c.

TRAY CLOTHS
Linen Embroidered and Hemstitched
Reg. 60c., 17x17 in. . . for 48c.
Reg. 55c., 20x30 in. . . for 44c.
Reg. 50c., 17x27 in. . . for 41c.
Reg. 45c., 20x30 in. . . for 36c.

TEA CLOTHS
Lace Trimmed
Reg. \$1.00, 36x36 in. . . for 80c.
Reg. 85c., 36x36 in. . . for 68c.

LINEN, DIAPER, TURKISH, ROLLER, HONEY-COMB, CRASH AND GLASS TOWELINGS
Reg. 14c . . . Sale Price, 12c. yd.
Reg. 12c . . . Sale Price, 10c. yd.
Reg. 11c . . . Sale Price, 9 1/2 c. yd.
Reg. 10c . . . Sale Price, 8 1/2 c. yd.
Reg. 9c . . . Sale Price, 7 1/2 c. yd.
Reg. 8c . . . Sale Price, 6 3/4 c. yd.
Reg. 7c . . . Sale Price, 6c. yd.
Reg. 6c . . . Sale Price, 5c. yd.

WHITE AND BLAY TURKISH TOWELS
Reg. 80c . . . Sale Price, 65c. each.
Reg. 50c . . . Sale Price, 42c. each.
Reg. 45c . . . Sale Price, 37c. each.
Reg. 30c . . . Sale Price, 25c. each.
Reg. 20c . . . Sale Price, 15c. each.
Reg. 18c . . . Sale Price, 14c. each.
Reg. 16c . . . Sale Price, 13c. each.
Reg. 15c . . . Sale Price, 12c. each.
Reg. 12c . . . Sale Price, 9c. each.

Some Splendid Values from the Boot Department.

\$2.00 Women's Dongola Kid Boots, Buttoned and Laced . . . Sale Price, \$1.65pr.
\$2.40 Women's Box Calf and Dongola Kid Laced Boots . . . Sale Price, \$2.00 pr.
\$3.00 Women's Vici Kid and Box Calf Laced and Buttoned Boots . . . Sale Price, \$2.50 pr.
\$3.20 Women's Patent Leather Laced Boots . . . Sale Price, \$2.70 pr.
\$2.50 Men's Gun Metal Calf and Dongola Kid Laced Boots . . . Sale Price, \$2.15 pr.
\$3.00 Men's Gun Metal Calf Laced Boots . . . Sale Price, \$2.65 pr.
\$4.00 Men's Box Calf and Vici Kid Laced Boots . . . Sale Price, \$3.40 pr.
\$4.50 Men's Vici Kid and Box Calf Laced Boots . . . Sale Price, \$3.98 pr.

Last Week of Our 14th Annual Sale.

This sale has been one of the most successful sales we have ever held—one in which we have shown the greatest stocks and varieties—one in which we have given best values. One that has made a record in the merchandizing history of St. John's; we wish you to make an urgent reminder of this event, so that the benefits of the savings may not be overlooked.

