

# The SUPREME SELLING EVENT of the SEASON!

## OUR BIG ANNUAL SALE

Continues to attract thousands of the Ladies of St. John's. Opportunities to buy were never better. During the next few days extensive additions will be made to this big stock. Look out for Bargains and advanced Styles for Spring, 1915.

### COT BLANKETS

Heavily fleeced, mostly Pale Blue, very neatly finished; just the right size for the baby's cot. Reg. 55c. Annual Sale Price **48c.**

### TURKISH TOWELING.

25 pieces of pure White, 17 inches wide, a nice heavy Towelling for every day use. Reg. 15c. Annual Sale Price **12c**

### QUILT COTTONS.

25 pieces of fancy Quilt Cottons; these are something new in design, light and dark patterns; would make very pretty quilt coverings. Special during Annual Sale **8 1/4c. per yard. 9c**

### Men's Soft Bosom SHIRTS.

A new lot of American Shirts, perfectly cut, in shades of Plain Tan, Grey, Cream and Pale Blue, double French cuff; the ideal Shirt for summer wear. Reg. \$1.50. Annual Sale Price **1.29**

### LATEST ADVICE

from our "New York buyer" was that he had secured a magnificent stock of high class Millinery, Dresses & Blouses, Etc., advanced styles for Spring, 1915. These have since arrived by S.S. "Srephano" and during the next few days we will be busy opening up for immediate showing.

First in the field with New York Styles for Spring. **COME EARLY.**

### TABLE CLOTHS.

Just what you want for a breakfast cloth, size 50 x 60; half bleached, Crimson border, fringed edge. Reg. 60c. Annual Sale Price **49c.**

### TAPESTRY TABLE COVERS.

A lot of new patterns in these, large and medium sizes, nicely colored, fringed ends. Special reductions during our Annual Sale.

Reg. 90c. for	76c.
Reg. \$1.00 for	84c.
Reg. \$1.60 for	1.38
Reg. \$2.25 for	1.90
Reg. \$3.00 for	2.40

### WADDED QUILTS.

The demand is for warmer bed coverings, and we certainly have some stunning values in Wadded Quilts. Many of them marked much less than the usual reduced price. 'Twill be worth your while to see this stock. Prices to suit every purse.

Reg. \$1.80. White Sale Price	1.49
Reg. \$2.20. White Sale Price	1.55
Reg. \$2.50. White Sale Price	2.05
Reg. \$3.30. White Sale Price	2.64
Reg. \$5.00. White Sale Price	3.20



### Hand Bags

A lot of smart styles in Brown, Royal, Tan and Black leathers, strong leather strap, fittings inside; a most serviceable handbag. Reg. \$1.12. Annual Sale Price **\$1.12**

### Sample Scarfs.

Prices range from 35c. to \$2.70. These are new and show quite a lot of pretty styles, any colour you may want will be found here; Saxe, Navy, Rose, Purple, Tango Tan, and White, and Black, etc. Special prices now, avail of them.

### MISSES SWEATER COATS.

For the winter girl, smart "Balkan Middy" style, turned down collar and scarf with pocket, specially shaped and very snug fitting, in colors of White and Navy, and White and Royal only. See these. Reg. \$2.75. Annual Sale Price **2.38**

### Sample Blouses.

Something very dainty in pretty Coloured Silks, showing low neck and three-quarter sleeves, some with lace ruffle in front, others with plain silk trimmings, in colors of Cerise, Hello, Tan, Purple, Green, Saxe, Pink, Black, White and Oriental; a few others in Cream Challes with colored bow; very effective. Reg. \$2.50. Annual Sale Price **1.89**

### Children's Nightdresses.

Made from good grade Cream Flannel, embroidery trimmed, turned down collar, well finished; sizes fit from 4 to 7 years; regular up to 90c. Annual Sale Price **69c**

### Ladies' Vests.

"New Knit" Brand. See This Line! Just what you require for present wear, finished with high neck and long sleeves; nice soft woolly finish, nothing better for comfort and all round wear. A job line at 65c. Annual Sale Price **59c**

### A Winter Coat at our SPECIAL PRICE is truly a Bargain.

### LADIES' COATS.

Unquestionably the finest range of high class coats ever offered at such shattered prices and such a nice assortment to pick from a style, a fabric and a size for every coat seeker. Early buyers get the plums; take the hint and be on hand the opening days:

Reg. \$6.00 for	4.50
Reg. 8.00 for	5.50
Reg. 10.00 for	8.00
Reg. 12.00 for	8.50
Reg. 14.00 for	10.00
Reg. 16.00 for	13.00
Reg. 19.00 for	14.50
Reg. 21.00 for	16.00

### Ladies' Silk & Silk Etoile DRESSES.

You have seen these pretty Dresses in our Showroom, and noticed the exclusive style and handsome shades of Reseda, Sky, Saxe, Navy, Tan, Grey, Royal, Copenhagen Blue, etc., high and low neck styles and values up to \$22.00. Special during Annual Sale **\$10.00**

### Quilted Bed Spreads.

10 only of these in Pale Blue, Pink and Green, reversible, bound edges; size 60 x 72; very suitable for use between quilts. They are made of good grade Flannel. Now is the time to have one during the frosty spurt. Regular \$2.00. Annual Sale Price **1.55**

### Lace Curtain Remnants, 28 cts.

150 Remnants of extra fine Net, very handsome patterns, in White and Cream; these are just arrived and shown for the first time at the opening of our Annual Sale, your choice for, per remnant **28c**

### PILLOW COTTON REMNANTS.

These come in lengths suitable for a pair of pillow cases or bolster length, mostly circular, made from fine American Cotton, far cheaper than the ordinary pillow cotton; we have marked each length in plain figures; come and get some now.

### JOB LINE

### Men's Scarfs, 8c.

A big assortment of these, including wide end and narrow string Ties, lots of heavy knitted makes, pretty colorings; others in finer makes; values to 30 cents. Annual Sale Price **8c**

### Men's Gloves.

A serviceable heavy grade Kid Glove, in nice tan shades; good value at 90 cents. Annual Sale Price **72c**

### WHAT PRIVATE BROWN SAYS.

A stirring story of an heroic stand on the part of the 2nd Coldstream Guards is told by Private F. Brown, an ex-Maldenhead policeman.

In opening, Brown says: "We had a very rough Christmas. Talk about shaking hands with the Germans! I can tell you that the boys of No. 4 Company of the 2nd Coldstreamers are not so fond of them. I have given my experience of their outrages on defenceless women to a Special Commissioner. They aren't fit to place on paper."

"On December 22nd we received orders to advance, as the Germans had broken through the French lines. At dawn we let them have it, and drove them back and took their advance trenches. They were reinforced, and a terrible fight commenced, and lasted till Christmas night. We were told that it was important that we should hold their advance trenches, and hold them we did, although God knows why."

"They had something up their sleeve. As it was getting dark on the 23rd and they found they could not drive us out with bombs, etc., they broke a great dyke and tried to drown us out. But they found that it took more than cold streams to beat the Coldstreamers. The water was about four feet deep in our trenches, and they (the enemy) started a night attack, thinking that we should never stick the night in four feet of water and freezing very hard."

"But our boys didn't half let them have it! The German cries were terrible. They tried for about four hours, and then retired beaten. The only thing that worried me was our poor wounded. When they fell I am sorry to say they were drowned. Try as we would we could not save them. The next day our 3rd Battalion came up behind us and dug trenches. They worked like mad, and before dawn they had finished and relieved us."

PLAYING HER CARDS, NATURALLY (From the Philadelphia Public Ledger.)

That Germany is deliberately trying to foster trouble between the United States and Great Britain should occasion no surprise. Tactically it is the logical thing for Germany to do, the thing that the precedents of ages recommends, the thing that England expected Germany to attempt. For months Germany has been looking for some pretext that could be so exaggerated as to arouse resentment in this country against the Allies. And quite naturally, failing to find such a pretext, she will do her utmost to create one. A board of strategy that neither balked nor gagged at letting loose all the Moslem fanatics and dervishes upon the Christian world would hardly hesitate to break the 100 years of peace that have existed among the English-speaking nations. Forewarned should mean forearmed. The Administration cannot be unaware of the motives and hopes that lie behind and control the stage of the present international situation. President Wilson's neutrality must be as impartial and real in effect as it was prompt and emphatic in enunciation. The United States has too much at stake, is too essential to the work of world reconstruction after the war is over, and is far too wise and just, to be drawn into a false position by the designs of any of the European combatants. America is genuinely committed to neutrality and must not violate it on any terms.

### The Nova Scotia "Lumber King" says:

"I consider MINARD'S LINIMENT the best LINIMENT in use."

I got my foot badly jammed lately. I bathed it well with MINARD'S LINIMENT and it was as well as ever next day.

Yours very truly,  
T. G. McMULLEN.

### COPPER IN WAR.

An English military writer, enumerating the various uses of copper in war, says: "First and foremost, of course, are the cartridge cases for rifles. The alloy of copper and zinc from which rifle cartridge cases are drawn is so thin that the metals must be very pure to insure against flaws. Then there are cartridge cases for the quick-firing guns. These also require the highest quality copper and zinc, since they must be exact to a 500th part of an inch and gas tight. On shells there are copper bands encircling the steel to insure close fitting in the rifling. Pure copper is the only substance known that gives satisfactory results. For field telephones copper wire is indispensable. Indeed, in the electrical industry generally there is an enormous consumption of copper. The windings on dynamos, for instance, are all copper. Thousands of experiments with alternative substances have been tried, but all have failed."

MINARD'S LINIMENT CURES COLD SET IN GOUT.

### D. and A. CORSETS.

Our regular \$1.00 line of Corsets, either low or medium bust to decide from, long hips, and four suspenders attached; every corset made bias cut, in finest quality coutil; all new stock, full assortment of sizes. Regular \$1.00. Annual Sale Price **89c**

### Children's Dresses.

Mother! Here is a great chance for you to get a supply of dainty little Dresses in Colored Gingham and Linens, to fit children from 2 to 6 years. Lots of pretty stripes and checks in Pink and Blue, others in fancy, and many others in plain colors, with fancy collars, cuffs and belts, nicely trimmed with buttons, etc.; a great variety of styles. Regular up to 90c. Annual Sale Price **74c.**

### CARPET SQUARES and HEARTH RUGS MUST MOVE AT THESE LOW PRICES.

#### CARPET SQUARES.

Mostly Tapestry, nice bright colours, with deep borders, assorted sizes. Prices here are much lower than previously quoted:

Regular \$ 9.50. Annual Sale Price	8.00
Regular \$13.00. Annual Sale Price	11.20
Regular \$16.00. Annual Sale Price	13.80
Regular \$18.00. Annual Sale Price	14.50

#### HEARTH RUGS.

We are always leaders in values in this line, and we have always a nice bright stock to pick from. Note the reductions below:

Regular \$2.60. Annual Sale Price	2.20
Regular \$3.30. Annual Sale Price	2.75
Regular \$3.80. Annual Sale Price	3.25
Regular \$4.50. Annual Sale Price	3.85
Regular \$6.50. Annual Sale Price	5.75

### Mail Orders Promptly Filled.

#### MEN'S UNDERWEAR, 43c. a Garment.

A dependable line of heavy fleece lined, for present wear, every garment perfect. A full assortment of sizes. Special per **43c**

#### Children's Slippers.

These come in patent leather, sprigged sole and heels, single strap over instep. Special during Annual Sale.

Sizes 3 to 6	32c.
Sizes 7 to 10	48c.

### BOY'S PANTS, 33 cents.

To fit boys from 5 to 8 years, mostly Dark Tweeds, open knee style. Get a pair or two of these, you haven't bought them so cheaply before. Reg. 40c. Annual Sale Price **33c**



### You Should Have a HOT WATER BOTTLE.

No house should be without one, can be used for many purposes, a great comfort cold nights for those suffering from cold feet, neuralgia, rheumatism, or for putting in the baby's sleigh. Try one.

Regular 80c. Annual Sale Price	72c.
Regular \$1.10. Annual Sale Price	95c.

### Stair Carpets.

A great time to buy these, now that prices are lower than they may be later on. We have nice color blendings; usual stair widths.

Reg. 70c. Annual Sale Price	58c.
Reg. 80c. Annual Sale Price	68c.
Reg. 95c. Annual Sale Price	83c.
Reg. \$1.10. Annual Sale Price	95c.



### Hosiery for the Family.

#### BOYS' WORSTED HOSE.

A line of Hose guaranteed to stand the wear and tear, and though low priced will give as much wear and satisfaction as many higher priced Hosiery. We make two lots and mark them to the lowest possible price during Annual Sale.

Small sizes	19c.
Large sizes	29c.

#### CHILDREN'S CASHMERE HOSE.

24 dozen pairs of ribbed Cashmere Hose for children, full length, fast black, assorted ribs, some with double knees; values to 30c. Annual Sale Price **17c**

#### MEN'S HALF HOSE.

These come in a nice heather mixture, real winter weight; one of the best values we have ever shown. Regular 40c. Annual Sale Price **33c**

#### WOMEN'S CASHMERE HOSE.

An assortment of plain and ribbed mostly, with a few dozen pairs of plain showing embroidered front, closely woven, fast black. Reg. 60c. Annual Sale Price **49c**

### MEN'S WEAR, CHEAP.

#### Men's Caps.

The popular Golf Shape, in light and dark weaves. Caps are here to suit every kind of weather, best London manufacture. Regular up to 70 cents. Annual Sale Price **58c**

#### Men's Braces.

An easy fitting Brace, gives with every movement of the body; extra good elastic and strong cord attachments. Reg. 23c. pair. Annual Sale Price **27c**

Co., Ltd.

Agents Red Cross Line.

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DRIVING WITHOUT LICENSE  
Judgment has been restored  
case of the Municipal Council  
three horse-owners for driving  
without licenses. The matter occurred  
at the Central District  
yesterday.  
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BUSINESS AS USUAL  
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SS LINE.  
SAILINGS.  
From St. John's  
STEPHANO, Feb. 10th  
to New York, Halifax  
Boston.  
PASSENGERS:  
FIRST CLASS 2nd  
Single Return Single  
\$40.00 \$70.00 \$15.00  
20.00 35.00 9.00  
29.00 51.00 13.00  
30.00 51.00 13.00  
For Boston: (1) Plant Line  
Dominion Atlantic  
and of Evangeline to York  
Yarmouth S. S. Co., Ltd.  
Luxurious accommodation  
per route. Full particulars  
Co., Ltd.  
Agents Red Cross Line.