

OUR 14th ANNUAL SALE COMING TO A CLOSE.

Only a few days left in which the people of Newfoundland can participate in this great economic merchandising moment. Every day sees Goods of sterling quality---Merchandise that is in every way dependable and desirable selling at prices without a parallel. Come To-Morrow and profit by these great savings.

MORE NEWS ABOUT OUR

GREAT SALE of DRESS FABRICS

WHICH INVOLVES A STOCK OF OVER FIVE THOUSAND DOLLARS WORTH.

Last Week's Sales set a NEW HIGH-WATER MARK FOR SALES OF DRESS GOODS at this store---big as our previous records were.

5 CASES EXTRA OF NEW SPRING GOODS JUST OPENED, GO ON SALE THIS WEEK.

This new lot contains Unmatchable Values, and will contribute to the biggest success ever obtained in any Dress Goods sale.

Practically unlimited assortment of Amazons, Venetians, Tweeds, Serges, Lustres, Roxannas, Poplins, Cashmeres, Grenadines and Voiles, etc., at Unparalleled Low Prices.

Profit by the experience of others, and buy your spring supply now.



BLACK DRESS GOODS.

Black Amazon Cloths. Reg. 40c. for 34c.
Black Lustre. Reg. 40c. for 34c.
Black Amazon Cloths. Reg. 55c. for 45c.
Black Cashmere. Reg. 55c. for 45c.
Black Serge. Reg. 55c. for 45c.
Black Amazon Cloths. Reg. 65c. for 55c.
Black Satin Cloth. Reg. 65c. for 55c.
Black Lustre. Reg. 65c. for 55c.
Black Eoliennes. Reg. 75c. for 62c.
Black Amazon Cloths. Reg. 75c. for 62c.
Black Serge. Reg. 75c. for 62c.
Black Melton. Reg. 85c. for 70c.
Black Amazon Cloths. Reg. 90c. for 75c.
Black Satin Cloths. Reg. \$1.00. for 85c.
Black Amazon Cloths. Reg. \$1.00. for 85c.
Black Roxannas. Reg. \$1.00. for 85c.
Black Poplins. Reg. \$1.00. for 85c.
Black Lustres. Reg. \$1.00. for 85c.

COLORED DRESS GOODS.

Black Amazons. Reg. \$1.25. for \$1.05
Black Grenadines. Reg. \$1.25. for \$1.05
Black Serges. Reg. \$1.25. for \$1.05
Black Amazon Cloths. Reg. \$1.40. for \$1.18
Black Amazon Cloths. Reg. \$1.75. for \$1.45
Black Venetian Cloths. Reg. \$1.75. for \$1.45
Colored Serges. Reg. 40c. for 34c.
Colored Lustres. Reg. 40c. for 34c.
Colored Nun's Veiling. Reg. 40c. for 34c.
Colored Challies. Reg. 40c. for 34c.
Colored Amazon Cloths. Reg. 55c. for 45c.
Colored Cashmeres. Reg. 55c. for 45c.
Fancy Tweeds. Reg. 55c. for 45c.
Colored Serges. Reg. 55c. for 45c.
Colored Satin Cloths. Reg. 65c. for 55c.
Colored Lustres. Reg. 65c. for 55c.
Fancy Tweeds. Reg. 65c. for 55c.
Colored Amazon Cloths. Reg. 65c. for 55c.

EVENING DRESS GOODS.

Cream Serges. Reg. 75c. for 62c.
Colored Serges. Reg. 75c. for 62c.
Colored Crepe de Chene. Reg. 75c. for 62c.
Fancy Tweeds. Reg. 75c. for 62c.
Colored Amazon Cloths. Reg. 75c. for 62c.
Colored Amazon Cloths. Reg. 90c. for 75c.
Colored Voiles. Reg. 90c. for 75c.
Colored Amazon Cloths. Reg. \$1.00. for 85c.
Colored Roxannas. Reg. \$1.00. for 85c.
Colored Lustres. Reg. \$1.00. for 85c.
Colored Poplins. Reg. \$1.00. for 85c.
Colored Amazon Cloths. Reg. \$1.25. for \$1.05
Colored Serges. Reg. \$1.25. for \$1.05
Colored Eoliennes. Reg. \$1.25. for \$1.05
Colored Amazon Cloths. Reg. \$1.50. for \$1.25
Colored Venetian Cloths. Reg. \$1.50. for \$1.25
Colored Serges. Reg. \$1.50. for \$1.25
Colored Satin Cloths. Reg. \$1.50. for \$1.25

As this store is always crowded during the afternoons, might we ask, all who possibly can to shop early in the morning and secure the best possible choice. Remember that this event offers the most stupendous values ever heard of on goods of this character.



Record Sales OF TABLE LINENS.

Its amazing the tremendous amount of TABLE LINEN that has left our department since the beginning of this sale. We took the risk of contracting for an immense quantity of stock (long before the advance in prices), relying on values, positively unparalleled, to make our 14th Annual February Sale a huge success. Our expectations have been more than realized. Every day sees cut after cut being sold of these beautiful goods. Ample assortments still for those who haven't already purchased.

Bleached Table Linen

72 ins. wide. Reg. \$2.00 for \$1.40 yd.
72 ins. wide. Reg. \$1.60 for \$1.10 yd.
68 ins. wide. Reg. \$1.45 for \$1.00 yd.
72 ins. wide. Reg. \$1.65 for \$1.05 yd.
68 ins. wide. Reg. \$1.00 for 80c. yd.
68 ins. wide. Reg. 90c. for 75c. yd.
68 ins. wide. Reg. 80c. for 65c. yd.
68 ins. wide. Reg. 75c. for 60c. yd.
68 ins. wide. Reg. 60c. for 50c. yd.
64 ins. wide. Reg. 50c. for 42c. yd.
56 ins. wide. Reg. 48c. for 40c. yd.
58 ins. wide. Reg. 40c. for 34c. yd.
58 ins. wide. Reg. 35c. for 28c. yd.
54 ins. wide. Reg. 30c. for 25c. yd.

Unbleached Table Linen

72 ins. wide. Reg. 95c. for 65c. yd.
56 ins. wide. Reg. 60c. for 50c. yd.
52 ins. wide. Reg. 65c. for 45c. yd.
56 ins. wide. Reg. 60c. for 48c. yd.
60 ins. wide. Reg. 50c. for 42c. yd.
56 ins. wide. Reg. 55c. for 45c. yd.
51 ins. wide. Reg. 45c. for 39c. yd.
56 ins. wide. Reg. 40c. for 34c. yd.
51 ins. wide. Reg. 50c. for 34c. yd.
50 ins. wide. Reg. 30c. for 25c. yd.
45 ins. wide. Reg. 25c. for 21c. yd.
48 ins. wide. Reg. 24c. for 20c. yd.
39 ins. wide. Reg. 24c. for 20c. yd.
39 ins. wide. Reg. 22c. for 18c. yd.
39 ins. wide. Reg. 20c. for 17c. yd.
40 ins. wide. Reg. 18c. for 15c. yd.

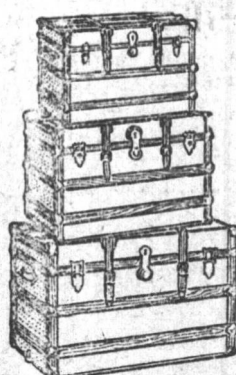
BOY'S GOOD CLOTHING.

SUITS, OVERCOATS and REEFERS AT TEMPTING PRICES.

We are offering extraordinary inducements in this sale of Boys' Suits, Overcoats and Reefers. Every garment is perfectly finished. It will be money in your pocket if you take advantage of them. Sizes to fit boys from 3 to 15 years. 10 per cent. Reduction in this Sale.

Mail Orders Carefully and Promptly attended to.

TRUNKS and BAGS REDUCED.



The Trunk and Bag Department is offering many exceptional Bargains in Trunks, Suit Cases, Grips, Carry-alls, Gladstone Bags, etc., during the Annual February Sale. Note the following lines:—

TRUNKS—A large assortment of American Trunks, zinc covered and extra well bound, in sizes 28, 30, 32 and 34 inches. Reg. \$3.40 values for \$3.10; \$3.80 values for \$3.45; \$4.30 values for \$3.90; and \$4.70 values for \$4.25.

CANVAS COVERED TRUNKS, in sizes 28, 30, 32, 34 and 36 inches. Reg. \$4.50 for \$4.10; \$4.90 for \$4.45; \$5.30 for \$4.80; \$5.75 for \$5.20; \$6.25 for \$5.60.

Carry-alls, Suit Cases, Grips and Gladstone Bags at equal reductions.

HOSIERY FOR WOMEN.



These numbers from the Hosiery section illustrate the wonderful values we are offering on strictly dependable and seasonable merchandise—goods that you're sure to want right now—saving opportunities that you cannot afford to overlook. By buying now you are practically putting money in the bank.

Women's Cashmere Hose. Reg. 25c. for 20c. pr.
Women's Cashmere and Worsted Hose. Reg. 30c. for 24c. pr.
Women's Cashmere and Worsted Hose. Reg. 37c. for 32c. pr.
Women's Cashmere and Worsted Hose. Reg. 40c. for 34c. pr.
Women's Cashmere and Worsted Hose. Reg. 50c. for 44c. pr.
Women's Cashmere and Worsted Hose. Reg. 60c. for 52c. pr.

Men's Furnishings at Sale Prices.

Our Men's Furnishing Department offers to the careful shopper an exceptional opportunity of purchasing Men's Hard Felt Hats in this season's newest styles at a marked reduction. There is included in the assortment New Spring Styles received by last steamer, and we can confidently say they are the very best possible values for the money.



Regular \$2.20 Values for \$1.89
Regular \$1.85 Values for \$1.64
Regular \$1.70 Values for \$1.48
Regular \$1.25 Values for 99cts.
Regular \$1.00 Values for 89cts.
Regular 90c. Values for 79cts.
Regular \$1.50 Values for \$1.34.

SALE OF MEN'S SHIRTS.

MEN'S FANCY REGATTA SHIRTS.

Choice of either soft or starched bosoms, in light and dark patterns.
Regular 60c. values... for 39c.
Regular 90c. values... for 76c.
Regular \$1.00 values... for 87c.
Regular \$1.10 values... for 92c.
Regular \$1.25 values... for \$1.05
Regular \$1.50 values... for \$1.25

MEN'S WHITE COTTON NIGHT SHIRTS.

Regular 80c. values... for 67c.
Regular \$1.10 values... for 85c.

MEN'S CEYLON FLANNEL NIGHT SHIRTS.

Regular \$1.40 values... for \$1.15

MEN'S WHITE UNLAUNDERED SHIRTS.

(Full range of sizes.)
Regular 85c. values... for 75c.
Regular \$1.10 values... for 98c.

MEN'S HEAVY ALL-WOOL FLANNEL SHIRTS.

In Grey, Striped and Check patterns; big selection of patterns and prices.
Regular 80c. values... for 67c.
Regular \$1.00 values... for 80c.
Regular \$1.25 values... for \$1.10
Regular \$1.50 values... for \$1.25
Regular \$1.80 values... for \$1.58
Regular \$2.00 values... for \$1.80
Regular \$2.50 values... for \$1.98

WHITE LINEN NECK BANDS.

Open behind, sizes 14 to 17.
Reg. 10c. Sale Price, 8½c. each

MEN'S WHITE DRESSED SHIRTS.

Choice of either long or short bosoms, American and English makes.

Regular 85c. values... for 76c.
Regular 90c. values... for 78c.
Regular \$1.25 values... for \$1.02
Regular \$1.50 values... for \$1.25
Regular \$2.00 values... for \$1.70

MEN'S REGATTA SHIRTS.

With and without collars; light and dark patterns.

Regular 50c. values... for 48c.
Regular 60c. values... for 48c.
Regular 50c. values... for 40c.

MEN'S BLUE CLOTH SHIRTS.

One of the best Shirts made for hard usage; full range of sizes.
Regular \$1.00 values... for 85c.

MEN'S BLACK SATEEN SHIRTS.

The good mercerized kind; all sizes.
Regular 75c. values... for 63c.

