

OUR 14th. ANNUAL FEBRUARY SALE == A RECORD BREAKER.

ANOTHER NEW SHIPMENT OF WASH GOODS GO ON SALE THIS WEEK.

Our Sale of Wash Fabrics has created a great deal of favourable comment and buying has been unusually brisk. Another 5,000 yards go on sale this week, and the pattern range is most complete including pin check, broken checks, pin stripes, tape stripes, hair cord stripes and polka dots, all these in an immense range of colors. They run from 1 to 10 yard lengths and include:

WHITE BRILLIANT, SHIRTINGS AND LAWNS.....	8c. yrd.
STRIPED GINGHAMS, MUSLINS AND CHAMBRAYS.....	9½c. yrd.
PRINTED LAWNS, COTTONS AND DRILLS.....	11c. yrd.
FANCY PIQUES AND PERCALES.....	13c. yrd.
COLORED MERCERIZED WAISTINGS.....	14c. yrd.
SATIN STRIPED DRILLS AND FANCY MADRAS.....	15c. yrd.
FINE CHECK BRILLIANTS.....	17c. yrd.
WHITE FANCY LAWNS.....	20c. yrd.



FEBRUARY SALE OF TABLE LINENS

The offerings represent the highest grades of linen. The radical reductions create an opportunity for economy which should not easily be disregarded.

BLEACHED TABLE LINEN.		UNBLEACHED TABLE LINEN.	
72 ins. wide. Reg. \$3.25....	for \$1.80 yard	72 ins. wide. Reg. 95c.....	for 65c. yard
72 ins. wide. Reg. \$2.00....	for \$1.10 yard	66 ins. wide. Reg. 90c.....	for 50c. yard
68 ins. wide. Reg. \$1.45....	for \$1.00 yard	56 ins. wide. Reg. 60c.....	for 48c. yard
68 ins. wide. Reg. \$1.00....	for 80c. yard	60 ins. wide. Reg. 50c.....	for 42c. yard
68 ins. wide. Reg. 90c.....	for 75c. yard	51 ins. wide. Reg. 45c.....	for 39c. yard
68 ins. wide. Reg. 75c.....	for 60c. yard	56 ins. wide. Reg. 40c.....	for 34c. yard
64 ins. wide. Reg. 50c.....	for 42c. yard	50 ins. wide. Reg. 30c.....	for 25c. yard
56 ins. wide. Reg. 48c.....	for 40c. yard	45 ins. wide. Reg. 25c.....	for 21c. yard
58 ins. wide. Reg. 40c.....	for 34c. yard	48 ins. wide. Reg. 24c.....	for 20c. yard
58 ins. wide. Reg. 35c.....	for 28c. yard	39 ins. wide. Reg. 22c.....	for 18c. yard
54 ins. wide. Reg. 30c.....	for 25c. yard	39 ins. wide. Reg. 20c.....	for 17c. yard
		40 ins. wide. Reg. 18c.....	for 15c. yard

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.)

OUR BEST ANNUAL SALE.

To-day we enter upon the third week of this eminently successful sale, with the determination to maintain and add to the interest that ever since its inception the public have shown in this great Mid-Winter event.

Every department has put forth its best money-saving features and the result is an aggregation of desirable timely merchandise at prices that make the coming week's event the

GREATEST MONEY-SAVING SALE

ever held in St. John's. Remember the items listed each day are only a few of the thousands throughout the store.

Every Department is giving its quota of exceptional values.

2,000 YARDS ENGLISH LINOLEUMS

Regular 90c. yard..... for 78c.
 Regular \$1.00 yard..... for 85c.
 Regular \$1.10 yard..... for 90c.
 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.)

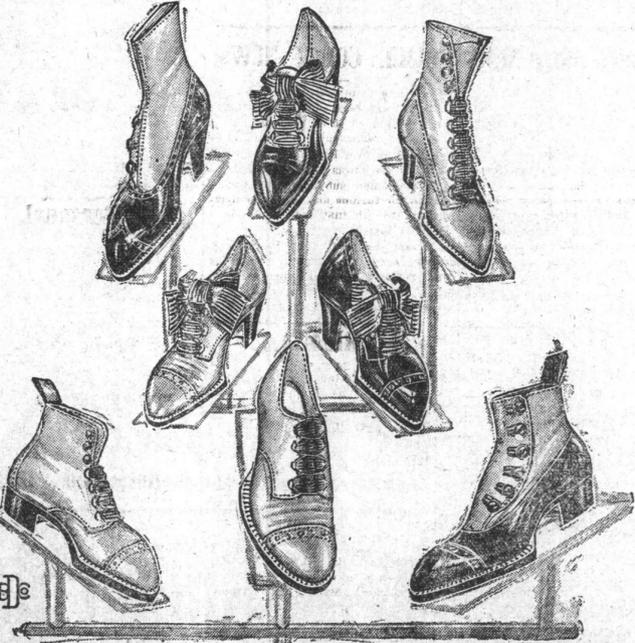
Some Special Values from the Boot Departments. Many more Besides These.

BOYS' BOOTS.

- Youth's Buff Leather Laced Boots, size 9 to 13.... Sale Price, \$1.55 pair
Reduced from \$1.80.
- Boy's Buff Leather Laced Boots, sizes 1 to 5..... Sale Price, \$1.75 pair
Reduced from \$2.00.
- Youth's Dongola Kid Laced Boots, size 9 to 13.... Sale Price, \$1.55 pair
Reduced from \$1.95.
- Boy's Dongola Kid Laced Boots, sizes 1 to 5..... Sale Price, \$1.85 pair
Reduced from \$2.20.
- Youth's Box Calf Laced Boots, size 9 to 13..... Sale Price, \$1.50 pair
Reduced from \$1.85.
- Boy's Box Calf Laced Boots, size 1 to 5..... Sale Price, \$1.85 pair
Reduced from \$2.20.

MEN'S BOOTS.

- Men's Dongola Kid Laced Boots..... Sale Price, \$2.20 pair
Reduced from \$2.60.
- Men's Box Calf and Gun Metal Calf Laced Boots.. Sale Price, \$2.65 pair
Reduced from \$3.00.
- Men's Vici Kid Laced Boots..... Sale Price, \$3.20 pair
Reduced from \$3.60.
- Men's Vici Kid and Box Calf Laced Boots..... Sale Price, \$3.40 pair
Reduced from \$4.00.
- Men's Box Calf, Vici Kid & Gun Metal Calf Laced Boots. Sale Price, \$3.40
Reduced from \$4.50.
- Men's Vici Kid Laced Boots..... Sale Price, \$4.45 pair
Reduced from \$5.25.



GIRLS' BOOTS.

- Children's Glove Grain Laced Boots, size 6 to 10.. Sale Price, \$1.10 pair
Reduced from \$1.35.
- Mises' Glove Grain Laced Boots, size 11 to 2..... Sale Price, \$1.35 pair
Reduced from \$1.65.
- Children's Dongola Kid Laced Boots, size 6 to 10.. Sale Price, \$1.10 pair
Reduced from \$1.40.
- Misses' Dongola Kid Laced Boots, size 11 to 2.... Sale Price, \$1.40 pair
Reduced from \$1.70.
- Children's Box Calf Laced Boots, size 6 to 11..... Sale Price, \$1.25 pair
Reduced from \$1.55.
- Misses' Box Calf Laced Boots, size 11 to 2..... Sale Price, \$1.55 pair
Reduced from \$1.85.

WOMEN'S BOOTS.

- Women's Pebble Grain Laced Boots..... Sale Price, \$1.55 pair
Reduced from \$1.80.
- Women's Dongola Kid Laced Boots..... Sale Price, \$1.60 pair
Reduced from \$1.90.
- Women's Dongola Kid Laced Boots..... Sale Price, \$1.65 pair
Reduced from \$2.00.
- Women's Vici Kid Laced and Button Boots..... Sale Price, \$2.00 pair
Reduced from \$2.40.
- Women's Dongola Kid Laced Boots..... Sale Price, \$2.50 pair
Reduced from \$3.00.
- Women's Patent Leather Laced Boots..... Sale Price, \$2.70 pair
Reduced from \$3.20.

February Reductions on Furniture.

Quality—now as always—is the point most emphasized in this Sale. The lines are all new, of the very latest patterns, and no shoddy or second grades will be found amongst them. The prices mentioned below will suffice to show the genuine savings that are to be had during this February Sale.

- 2-piece Bedroom Suites, Quartered Oak, serpentine front, hand polished, with best English Mirror, size 22 x 36; the very newest design.
Reg. \$95.00..... Sale Price, \$79.00
- 2-piece Bedroom Suites, Mahogany Veneer, highly polished and hand carved; mirror, size 20 x 40.
Reg. \$65.00..... Sale Price, \$49.41
- 2-piece Bedroom Suites, Quartered Oak, with best English Mirror; size 22 x 28.
Reg. \$50.50..... Sale Price, \$41.80
- 2-piece Bedroom Suites, Ash; one of the latest patterns, with British Plate Bevel Mirror; size 18 x 40.
Reg. \$42.00..... Sale Price, \$36.08
- 2-piece Bedroom Suites, Solid Mahogany, new design, highly carved and finished, best Mirror shaped; size 24 x 30.
Reg. \$30.00..... Sale Price, \$24.60
- 2-piece Bedroom Suites, Solid Oak, heavy carving and neatly finished, with 16 x 20 inch British Plate Bevel Mirror.
Reg. \$24.50..... Sale price, \$18.50
- 2-piece Bedroom Suites, Ash, neatly finished, with 14 x 24 inch British Plate Bevel Mirror.
Reg. \$18.75..... Sale Price, \$15.63

THE FEBRUARY SALE OF SILKS

As an evidence of our thorough appreciation of the importance our customers attach to the value-giving properties of this Annual February Sale, attention is directed to the splendid offerings now made by the Silk Department.

700 yards of Colored and Black China Silks. Reg. 45c.....	For 38c. yard
800 yards of British Tamaline Silks and Satins, Colored and Black. Reg. 50c..	For 42c. yard
800 yards of British Tamalines and China Silks, Colored and Black. Reg. 65c..	For 55c. yard
300 yards of Glacie Silk, Colored and Black. Reg. 75c.....	For 65c. yard
500 yards of French Merve, Taffeta and Moire Silks, Colored and Black. Reg. 90c.	For 78c. yd.
170 yards of Chiffon Taffeta Silk, double-width, Colored and Black. Reg. \$1.50.	For \$1.28 yard
90 yards, only, of Cream and White Brocaded Silks. Reg. \$1.40.....	For 78c. yard
800 yards of } .. Regular, 50c., 75c., \$1.00, \$1.20, \$1.50, \$1.75	
Black Merve Silks } .. Sale Price, 42c., 65c., 85c., 98c., \$1.28, \$1.48	
500 yards of Black } .. Sale Price, 80c., \$1.10, \$1.25, \$1.50, \$1.80	
Peau-de-Soie Silks } .. Regular 68c., 95c., \$1.00, \$1.28, \$1.40	

QUALITY. STYLE. DISTINCTION IN OUR WHITE WEAR.

The daintiness of the styles and the attractiveness of the designs are features worthy of special notice in the Whitewear assembled for our Annual Sale. Beautiful qualities, combined with remarkably low prices, further emphasize the unusual merit of the following lines:

- Ladies' Fine Nainsook Underskirts, with lawn dust frill, 19 inch flounce with double rows of clusters of tucks, dainty Swiss embroidery and ribbon beading, special line.
Reg. \$3.00..... Sale Price, \$2.40
- Ladies' Lawn Underskirts, extra wide flounces, with 13 inch embroidery trimming, lawn dust frill.
Reg. \$3.75..... Sale Price, \$2.90
- Ladies' Extra Fine White Nainsook Underskirts, wide flounce with group of tucks and wide all-over embroidery, lawn dust frill, some with wide ribbon beading, draw and bow.
Reg. \$4.80..... Sale Price, \$3.85
- Ladies' White Nainsook Underskirts, with deep all-over embroidery frill, rich patterns, with lawn dust frills.
Reg. \$5.50..... Sale Price, \$4.40
- Ladies' Extra Fine White Nainsook and Lawn Underskirts, wide double flounces, in various patterns, some with ribbon beading and bow; no two alike.
Reg. \$6.00..... Sale Price, \$4.80
- Ladies' Fine Nainsook and Lawn Nightdresses, with panel yoke of embroidery insertion, others with lace and insertion yokes, all with beading of ribbon and bows, sleeves to match.
Reg. \$2.50..... Sale Price, \$1.95
- Ladies' White Cotton and Longcloth Nightdresses, slipover style, yokes and sleeves very neatly trimmed with imitation baby Irish insertion, others with fine tucks and embroidery trimming.
Reg. \$3.00..... Sale Price, \$2.40

