

Our February Sale Makes It Worth While to Anticipate Your Wants for Months to Come.

Bargains in Dry Goods,
Bargains in Men's Wear,
Bargains in Ladies' Wear.

Breaking all Past Records in Sales.
 ALTHOUGH our Fifteenth Annual February Sale is still in its third week, the phenomenal business done proclaims this event a great success. This success has been attained because it gives the public the newest up-to-date merchandise. Every item in every department in this store has been greatly reduced and the throngs of people which have filled this store since the sale commenced testify to the important and interesting character of these offerings.

Bargains in Crockery,
Bargains in Furniture,
Bargains in Hardware.

What We Save You on Men's Clothing.



You can search the city through and through 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, \$3.55 suit.

MEN'S TWEED SUITS, in dark effects, single and double breasted coats. Full range of sizes. Reg. \$4.50. Sale Price, \$4.00 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, \$4.85 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. Full range of sizes in each line. Reg. \$7.50. Sale Price, \$6.50 suit.

MEN'S TWEED, CHEVIOT AND SERGE PANTS, ten different patterns in the assortment; all sizes. Reg. \$1.80. Sale Price, \$1.55 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, 90c. pair.

MEN'S BLACK and FANCY SERGE, FANCY TWEEDS and ENGLISH WORSTED SUITS, immense selection of patterns, single and double breasted coats and vests. Full range of sizes in each line. Reg. \$10.00. Sale Price, \$9.00 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, \$2.30 pair.

MEN'S FANCY STRIPED WORSTED PANTS, our leading line; cross and side pockets. Reg. \$3.00. Sale Price, \$2.70 pair.

\$5,000 Worth of Dress Goods, Including a New Shipment Just Opened. Unparalleled Opportunities.

PRICES quoted in this advertisement mean a most substantial saving and offer exceptional price inducements for February buyers.

Markdowns on the entire stock of our Black and Colored Dress Goods, also special purchase of New Spring Stocks only received per last steamer.

The color range is most complete, and the materials include Amazons and Venetian Cloths, Roxannas, Serges, Cashmeres, Tweeds, English Suitings, Satin Cloths, Meltons, Armures, Poplins, Cheviots, Eoliennes, Crepe-de-Chenes, Mohair-de-Soie, Nuns' Veiling, etc., etc.

Regular 40c. yard for	35c.
Regular 55c. yard for	47c.
Regular 65c. yard for	56c.
Regular 70c. yard for	60c.
Regular 75c. yard for	64c.
Regular 80c. yard for	68c.
Regular 90c. yard for	77c.
Regular \$1.00 yard for	85c.
Regular \$1.25 yard for	\$1.05
Regular \$1.50 yard for	\$1.25
Regular \$1.75 yard for	\$1.50



We are simply delighted with the success of OUR SALE of BLOUSES.



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 1911 model, with dainty embellishments of fine embroidery and laces, exquisitely trimmed. Better come early for choice; they are going like the proverbial "hot-cakes," and no wonder, for such styles and such values have never been offered to St. John's women. The prices are:—

58c, 75c, \$1.00, 1.10, 1.25, 1.38, 2.52, 3.28.

SALE OF MEN'S SHIRTS.

MEN'S FANCY REGATTA SHIRTS. Choice of either soft or starched bosoms in light and dark patterns. Reg. 95c. values for 85c. Reg. \$1.00 values for 90c. Reg. \$1.10 values for \$1.00 Reg. \$1.25 values for \$1.14 Reg. \$1.50 values for \$1.25	MEN'S WHITE COTTON NIGHT SHIRTS. Reg. 80c. values for 70c. Reg. \$1.10 values for \$1.00	MEN'S HEAVY ALL WOOL FLANNEL SHIRTS. In Grey, Striped and Check patterns; big selection of patterns and prices. Reg. 80c. values for 70c. Reg. \$1.00 values for 90c. Reg. \$1.25 values for \$1.14 Reg. \$1.50 values for \$1.35 Reg. \$1.80 values for \$1.65 Reg. \$2.00 values for \$1.80	MEN'S WHITE UNLAUNDERED SHIRTS. (Full range of sizes) Reg. 80c. values for 70c. Reg. \$1.10 values for \$1.00	MEN'S CEYLON FLANNEL NIGHT SHIRTS. Reg. \$1.40 values for \$1.25	WHITE LINEN NECK BANDS. Open behind; sizes 14 to 17 Reg. 10c. Sale Price, 8c. ea.
---	---	---	---	--	--

MEN'S HATS.
Seven different shapes in Men's Hard Felt Hats, all this season's newest shapes; all sizes.
Reg. \$1.00. Sale Price, 90c. ea.
Reg. \$1.25. Sale Price, \$1.14 ea.
Reg. \$1.50. Sale Price, \$1.35 ea.
Reg. \$1.70. Sale Price, \$1.55 ea.
Reg. \$1.80. Sale Price, \$1.65 ea.
Reg. \$2.20. Sale Price, \$1.90 ea.

UMBRELLAS.
Men's Steel and Wood Rod Umbrellas, some with spring opening, splendid assortment of handles.
Reg. 60c. Sale Price, 55c. ea.
Reg. 85c. Sale Price, 75c. ea.
Reg. \$1.00. Sale Price, 90c. ea.
Reg. \$1.25. Sale Price, \$1.14 ea.
Reg. \$1.50. Sale Price, \$1.35 ea.
Reg. \$4.25. Sale Price, \$3.70 ea.

BOYS' CAPS.
Big selection of Boys' Caps in Velvet, Cloth, Serge, Tweed, etc., in Sailor, Eton, Ornate, Varsity, Pullman, Helmet, Golf, P. & O., etc.
Reg. 25c. Sale Price, 21c. ea.
Reg. 30c. Sale Price, 26c. ea.
Reg. 35c. Sale Price, 30c. ea.
Reg. 50c. Sale Price, 44c. ea.
Reg. 60c. Sale Price, 53c. ea.
Reg. 90c. Sale Price, 80c. ea.

SALE OF MEN'S SHIRTS.

MEN'S WHITE DRESSED SHIRTS. Choice of either long or short bosoms, American and English makes. Reg. 90c. values for 80c. Reg. \$1.25 values for \$1.14 Reg. \$1.50 values for \$1.35 Reg. \$2.00 values for \$1.80	MEN'S REGATTA SHIRTS with and without collars; light and dark patterns. Reg. 50c. values for 40c. Reg. 60c. values for 55c. Reg. 80c. values for 70c.	MEN'S BLACK SATEN SHIRTS. The good mercerized kind; all sizes. Reg. 75c. values for 65c.	COLLARS. 500 dozen of Men's four-fold Linen Collars, in about fifteen different shapes, including Double and Straight and Turn Down styles; full range of sizes. Reg. 18c. Sale Price, 15c. each Special reductions on Boys' Linen Eton, Sailor and Portsmouth Collars. Prices too numerous to mention.
--	---	---	---



Be Sober and Watch.

One of the most interesting monthly meetings of the Total Abstinence Society was held yesterday, when upwards of four hundred members answered the roll call. Treasurer M. J. Sumner was kept busy during the

progress collecting the monthly dues, etc. Several young men having complied with the rule about admission were, amidst great applause, elected to membership. Let us hope for life-time. President W. J. Ellis, Esq., expressed himself as pleased with the great enthusiasm displayed by the members in electing the applicants,

and trusted that at the next meeting many more of our young citizens would come forward and join in the grand march of Total Abstinence. Rev. Dr. Kitchen delivered an appropriate address and said that the time is now come when the T. A. & B. S. should go a step further in example and suggested that each meeting be

opened by special prayer and closed with same, and that arrangements ought to be made whereby the members should attend their religious duties in procedural order. He suggested that the committee in charge of the revision of Rules would debate his remarks and find a place for such in their recommendations to the Society

at a future meeting. The rev. gentleman's appropriate remarks were hailed with applause. The committee in charge of the Annual Soiree will this year depart from the usual custom and strictly confine his efforts to a soiree solely for the enjoyment of the members and their lady friends.

The question of the appointment of a doctor to the Society was then debated upon, but nothing definite was decided, owing to the fact that its settlement would involve a financial question regarding the "Wallace Scheme" which at present is under discussion. On motion the appointment of a medical man was left for

further legislation by the committee in charge of said important matter. The meeting was then adjourned.

Electric Restorer for Men Phosphonol restores every nerve in the body to its proper tension; restores strength and vitality. Prevents decay and all sexual weakness asserted at once. Phosphonol will make you a new man. Price \$3 a box, or ten for \$25. Mailed to any address. The Sobell Drug Co., 25, Wellington Street, St. John's.

How in a water! which can be or to any you have a (absolutely) to not have to which is usually you can work out.

TMENT.

WEEK. 33c. each 60c. each 20 and 22c. pair 25c. 20c., 40c. 2c., 35c. \$1.10 pair 60c. lb 55c.

ER.

essed Reciprocity.

ouncil of the Board of Trade sitting at noon to-day, and general business in hand of the matter of Reciprocity with the United States was discussed. No resolutions as to the same were adopted, however, and the meeting closed.

ER ESCAPES KNIFE.

Evening Telegram. BERLIN, Noon. A difference of throat and ear was decided that an operation on the Emperor was unnecessary at the present time, but if it is not shown in a short time the Emperor will have to go to the hospital.

TO KILL TWO KINGS.

Evening Telegram. ROME, Noon. A plot to assassinate King Victor Emmanuel and King Peter of Serbia discovered by the police. The Russian is still at large chosen to throw the bomb.

Train Notes.

A bound express left St. John's at 8:50 a.m. and arrived at 12:15 p.m. to be met by M. Hawker, J. J. Murphy, J. H. H. Rev. Mr. Field, Rev. Mr. E. Parsons, Rev. Mr. Capt. Lewis, Capt. Parsons, and others.

MARRIED.

at the Church, Eaton Square, on the 11th inst., by the Rev. Mr. Wright, Lillian Alice O'Connell and Douglas Campbell, Lieut.

DIED.

After a short illness, Bridget, wife of the late Thomas, died at her home, 111, Main Street, on the 11th inst., at 2:30 p.m., from her late illness. Friends will be notified in this, the only, intimate, and please copy. February 12th, at her residence, Theatre Hill, Anne, widow of James Berrigan. Funeral on Tuesday, at 2:30 p.m. Friends are invited to attend. Burial in the cemetery. No flowers.