



The 25th Annual February Sale



AND NOW FOR THE LAST 3 DAYS OF SALE

Make it of Flannelette



Miles of Flannelette Offered at Half Price

We have decided to clear out our entire supply of 5000 yards of beautiful quality striped Flannelette at Half Price. It is 36 inches wide; Horrocks' make. Regularly sold for \$1.40 yard. **70c.**
 2000 Yards of White Flannelette of superior grade; 36 inches wide. Regular 55c. yard. **29c.**
 1000 Yards Beautiful Cyclonette, in plain and striped designs; 30 inches wide. Reg. \$1.10 yard. Sale Price **70c.**

Lace Curtains

ENGLISH MANUFACTURE.
 Beautiful new designs in fine Nottingham Lace; many novelties.
 2 1/2 yards long. Reg. \$2.55 pair. Sale Price **\$2.05**
 2 1/2 yards long. Reg. \$3.00 pair. Sale Price **\$2.40**
 2 1/2 yards long. Reg. \$3.60 pair. Sale Price **\$2.88**
 2 1/2 yards long. Reg. \$4.25 pair. Sale Price **\$3.40**
 2 1/2 yards long. Reg. \$5.50 pair. Sale Price **\$4.40**
 2 1/2 yards long. Reg. \$6.75 pair. Sale Price **\$5.40**
 2 1/2 yards long. Reg. \$8.50 pair. Sale Price **\$6.50**

AMERICAN MANUFACTURE.
 Extra special values in handsome Net Curtains; in a large variety of designs.
 2 1/2 yards long. Reg. \$2.20 pair. Sale Price **\$1.76**
 2 1/2 yards long. Reg. \$3.60 pair. Sale Price **\$2.40**
 2 1/2 yards long. Reg. \$4.00 pair. Sale Price **\$3.20**
 2 1/2 yards long. Reg. \$6.50 pair. Sale Price **\$5.20**
 2 1/2 yards long. Reg. \$8.00 pair. Sale Price **\$6.40**

Between to-day and Monday, the last day of February, we expect to dispose of large quantities of goods that are reduced to unparalleled prices.

Discerning men and women will make the most of their opportunity to save money.

BUY NOW AND BUY HEAVY.

These chances are unlikely to occur again.

Afternoon and Evening Gowns



In Silk Taffeta, Georgette, Crepe De Chené, etc. The styles reveal great variety of line effects. There are frocks with extended hips and draped skirts; others with short, sleek and vestees; many with radiant beading, silk embroidery and lace trimmings; in a variety of rich colorings and in Black.

All offered Less **30 PER CENT** Off Regular Prices.

An example of what you can save. A \$50.00 Gown is selling for **\$35.00**

Exceptional Offers in Smart New Blouses

Georgette Blouses.
 In White and assorted pretty shades. Embroidery, Silk and Lace trimmed. A fine selection of styles.
 Reg. \$12.75 each for **\$9.20**
 Reg. \$12.50 each for **\$8.90**
 Reg. \$17.85 each for **\$12.60**
 Reg. \$18.00 each for **\$12.60**

Cepea Serge Shirtwaists.
 In a variety of pretty striped patterns; in all sizes.
 Reg. \$2.25 each for **\$1.60**
 Reg. \$3.75 each for **\$2.60**
 Reg. \$4.50 each for **\$3.10**
 Reg. \$6.75 each for **\$4.70**

Jap Silk Blouses.
 In White and Cream. A host of pretty new designs; sizes 34 to 44.
 Reg. \$ 8.50 each for **\$ 6.40**
 Reg. \$5.00 each for **\$3.60**
 Reg. \$6.25 each for **\$4.50**
 Reg. \$7.50 each for **\$5.20**

Voile Blouses.
 In White only, various pretty style effects; all trimmed with Lace and Insertions.
 Reg. \$4.20 each for **\$3.00**
 Reg. \$4.80 each for **\$3.50**
 Reg. \$6.25 each for **\$4.75**
 Reg. \$7.80 each for **\$5.90**
 Reg. \$9.50 each for **\$6.90**

Middy Blouses.
 Strong White Duck with Blue Collars; to fit girls of 6 to 14 years.
 Reg. \$2.65 each for **\$2.10**
 Reg. \$3.00 each for **\$2.40**
 Reg. \$3.25 each for **\$2.45**
 Reg. \$3.90 each for **\$3.10**
 Reg. \$4.80 each for **\$3.55**

Men's Clothing Sale

Specially Reduced Prices on High Grade Clothes for Men and Boys

In all the reductions which have been made here lately—and are still being made—in the prices of Readymade Clothes, the cut, finish and materials remain unaffected. They are in every way up to our standard—the highest.

Men's Suits.

In good quality Tweeds and Serges; plain and semi-belted Coats; plain or cuff bottoms on Pants.

Reg. \$21.00 each for **\$16.50**
 Reg. \$24.00 each for **\$19.20**
 Reg. \$28.00 each for **\$22.40**
 Reg. \$31.00 each for **\$24.50**
 Reg. \$35.00 each for **\$28.00**
 Reg. \$40.00 each for **\$32.00**
 Reg. \$45.00 each for **\$36.00**
 Reg. \$50.00 each for **\$40.00**
 Reg. \$55.00 each for **\$44.00**
 Reg. \$61.00 each for **\$48.00**

Men's Norfolk Suits.

Extra Special Line in Fancy Tweeds; a limited supply only.

Reg. \$44.00 each for **\$35.20**

Boys' Sport Suits.
 In Light and Dark Tweeds; to fit boys of 7 to 12 years.
 Reg. \$12.00 each for **\$ 9.60**
 Reg. \$13.50 each for **\$10.80**
 Reg. \$16.00 each for **\$12.80**
 Reg. \$20.00 each for **\$16.00**

Boys' Short Pants.

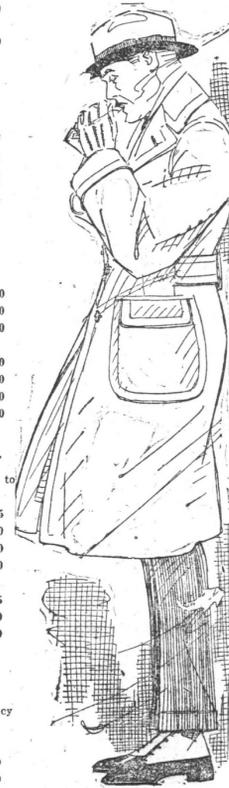
(Ages 3 to 8 years.)
 Reg. \$5.10 pair for **\$4.08**
 Reg. \$5.00 pair for **\$4.00**
 Reg. \$4.80 pair for **\$3.84**
 Reg. \$6.25 pair for **\$4.80**

Men's Overcoats

English Tweed Overcoats; semi and full belted styles, cuff sleeves; in all sizes.
 Reg. \$20.00 each for **\$16.00**
 Reg. \$25.00 each for **\$20.00**
 Reg. \$32.00 each for **\$25.60**
 Reg. \$35.00 each for **\$28.00**

Socks

250 pairs all-Wool Scotch Knit Socks, in different colors; all sizes. Reg. values \$1.35 a pair. Sale Price **95c.**



Splendid Address at Wesley Church

On Tuesday night, at 8 o'clock, the Rev. W. B. Bugden, B.A., Pastor of Wesley Church, addressed the Young Men's Literary Class, taking as his subject, "The rights and duties of Citizenship." The Rev. gentleman opened his address by stating that, to become a citizen, carried with it certain rights, such as the right of protection by law against slander, character, property, etc., also certain duties, such as obedience to the law, and aiding in carrying out the law. Here the speaker cited the cigarette, prohibition, and other such laws, pointing out that it is the duty of every citizen to see that they are properly and rigidly enforced. The speaker then went on to show how far each citizen is responsible for the laws of his country, stating that "he who stands aloof while the laws of his country are being violated, is guilty as the violator." Referring to the moral conditions of the city the speaker quoted several cases that had come under his notice, which proved conclusively, that the need was never so great for citizens to realize their duties as citizens. In concluding his address Mr. Bugden made a strong appeal to the young men present to realize their duties as citizens and govern themselves accordingly. The address was well taken, and at the close a hearty vote of thanks was tendered the speaker for his most helpful and instructive discourse. A.E.P.

Children's Carnival.

WILL TAKE PLACE SATURDAY.
 On Saturday afternoon the annual Children's Carnival will be held at the Prince's Rink. His preparations are being made, and as quite a lot of pains are taken and originality displayed in the costumes as a rule, it is expected that this year's carnival will at least, equal any of former years. A special committee of three ladies and three gentlemen will award the prizes which are being offered. The orchestra will be in attendance and everybody is anticipating an enjoyable afternoon.

The Prince of Pilsen.

Yesterday, two performances of the "Prince of Pilsen" were given, both being well attended. The production improves at every performance and the proof of the manner in which it is appreciated lies in the length of the run, the large audiences obtained at each performance, and the number of people who have gone to see it twice or even oftener. There will be three more performances and as the proceeds will benefit the city orphans, everybody should make an effort to attend.

Obituary.

MRS. ELIZABETH R. CARNELL.
 Yesterday morning, at 5 o'clock, Mrs. Elizabeth Rixon Carnell, widow of the late John T. Carnell, passed away at the age of 78 years. The end came after an illness of three days. It was not till last Sunday that Mrs. Carnell was taken ill. She was a daughter of the late J. W. McCoubrey, Editor of the Times, and leaves five sons to mourn their irreparable loss. Edward, Director of Edgar Abbott & Co., Chicago; Andrew of the Carnell Carriage Factory, St. John's; Hugh, of the Syme Eagle Co., Chicago; Frank, accountant in the Royal Stores Ltd., St. John's, and Dr. Arthur of this city. To these and the many friends of Mrs. Carnell and her family the Telegram extends sympathy.

MARY J. J. DUNN.

There passed away, at her home, Mullock Street, yesterday afternoon, after a long illness, a well known lady of the East End, in the person of Mrs. Wm. Dunn, wife of Fire Chief Dunn. The deceased lady by her kindly disposition, had endeared herself to all who knew her. She leaves a husband, one daughter and three sons, to whom general sympathy is expressed.

Brick's Tasteless makes you cat. For sale at STAFFORD'S. Price \$1.20; postage 20c. extra.

LEWELLYN CLUB.—At this evening's meeting of the Club a lecture will be given by Dr. J. S. Tait on "Wonders of Modern Science." Ladies and gentlemen are invited to be present and a very interesting evening is assured.

SPRING'S NEWEST DESIGNS

In Dress Fabrics Are among the Values offered in this Department

Further Reductions have been made on all Dress Materials. Secure your needs for Spring and Summer now at these prices.

A Few Only of the Many Lines Offered

English Costume Tweeds. In Heather mixtures of Brown, Green and Grey. 40 in. wide. Regular \$3.75 yd. Sale Price \$2.40 56 in. wide. Regular \$5.25 yd. Sale Price \$3.40 56 in. wide. Regular \$6.50 yd. Sale Price \$3.60	Dress Lengths. Sylvan Suitings and Corded materials in 5 yard lengths; in shades of Saxe, Henna, Taupe, 80 inches wide. Reg. \$5.20 \$8.00 yd. Sale Price \$5.20 Fine Serges and Gabardines, plain or pinstriped; in 5 yard lengths. In all the newest shades for Spring wear. Reg. \$9.00 yard. Sale Price \$6.00	Etamine Serges. In shades of Black, Grey, Navy, Saxe, Brown and Green. 35 in. wide. Regular \$2.25 yd. Sale Price \$1.70 54 in. wide. Regular \$3.00 yd. Sale Price \$1.87 48 in. wide. Regular \$5.70 yd. Sale Price \$3.80 54 in. wide. Regular \$8.00 yd. Sale Price \$5.20
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Gloves

Women's Fabric Gloves.
 All White, fleece lined; all sizes; 2 dome fasteners. Reg. \$1.25 pr. Sale Price **97c.**

Women's Wool Gloves.
 Heavy Grey Aberdeen knit; all sizes. Reg. \$1.50 pair. Sale Price **96c.**

Women's Suede Gloves.
 In shades of Grey, Wool lined; all sizes. Reg. \$5.10 pair. Sale Price **\$4.09**

Toilet Goods

ROYAL VINOLIA TALC POWDER — Assorted perfumes. Reg. 35c. tin for **28c.**
 Extra large size. Reg. 55c. tin for **45c.**

VINOLIA NURSERY and BABY POWDER — Reg. 30c. tin for **24c.**

ARMOUR'S "SYLIAM" TALC POWDER — Reg. 25c. tin for **17c.**

ARMOUR'S "BABY BALM" TALC POWDER (Unscented) — Reg. 35c. tin for **29c.**

MENNEN'S BOARDED TALC — For Baby's use. Reg. 30c. tin for **26c.**

COLGATE'S TALC POWDER — Highly perfumed. Reg. 45c. tin for **36c.**

KIRBY'S "JAP ROSE" TALC POWDER — Reg. 25c. tin for **21c.**

White Turkish Towels

20 dozen White Turkish Towels, medium size. To be cleared out at all costs. Regular 40c. each for **29c.**
 80 dozen Superior Grade Towels, White Turkish; Large sizes. Reg. 55c. each for **39c.**

The Royal Stores, Ltd.

'Blue Ribbon' Shirting

36 inches wide; extra special quality; finished soft for the needle. Regularly sold at 60c. yard. Sale Price **35c.**



Exclude Dead.

... message was received...
 ... by the Justice Department...
 ... Michael O'Neil...
 ... living alone at Avondale...
 ... dead in his home...

and There.

... Laxative Infant...
 ... FRUITS...
 ... HELD—An enquiry...
 ... Thomas Delahanty...
 ... in the storm of...
 ... last week was...
 ... before Mr. McCarthy J.P.

Special Cambridge

... Made fresh daily...
 ... 10.0t

... The Elks are...
 ... preparations for a grand...
 ... held in the C.C.C. Hall...
 ... The music will be...
 ... C.C.C. full band.

... George's Society has...
 ... the Bank—not much...
 ... and will soon have...
 ... a copy of "The Bar...
 ... Scribes" and swell the...
 ... 024.11

... To-night at 7.45, the...
 ... ster, Hon. E. A. Squire...
 ... address the Institute, taking...
 ... "Reminiscences from...
 ... General business and...
 ... 034.11

... health's sake we of...
 ... 's answer to Const...
 ... LES FRUITS." EL...
 ... 039.1f

... EXAMPLE.—Yesterday...
 ... male residents of Cook...
 ... turned out in a body...
 ... and levelled off the...
 ... of snow, making the...
 ... able for vehicular traffic.

... want you to die, but...
 ... want you to think of...
 ... Society and leave it...
 ... our hard earned money...
 ... you'll know that you...
 ... ing those unable to help...
 ... -Feb24.11

MARK DOWN SALE

... Crockery, Glassware...
 ... Pots, Cut Glass, Vases...
 ... and many other...
 ... useful articles at

HOWLING'S.

... Bargains.
 ... Cream or Milk Jus—
 ... c., 23c., 27c.

oup Plates.

... White Earthen — Large
 ... 25c. each.

Dinner Sets.

... es, in Dark Blue, Green
 ... floral designs,
 ... \$16.00 Set.

Tea Sets.

... English China, 21 pieces,
 ... \$9.75 Set.

fast Cups and Saucers.

... and Gold—Large size.
 ... 0c. each.

toilet Sets.

... White Earthen, 4 pieces,
 ... \$3.70 Set.

and Saucers.

... English China — Pink
 ... Gold lines; large size.
 ... 5c. each.

NOW ON

... AT
 ... OWLING, Ltd.