

THE MOST INTERESTING---  
THE GREATEST---THE BEST **ANNUAL SALE** WE HAVE EVER HELD  
A LESSON IN ECONOMY

**SALE PRICES FOR CASH ONLY.**

**SALE OF MEN'S SHIRTS.**

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

IT WOULD indeed be a difficult task to describe the great possibilities of this Annual Sale in one word, but if any one word could do so, that word would be COMPLETE. Every factor, even to the smallest detail, that goes to make a sale a success from every standpoint is embodied in our many special offerings this month. Not one thing has been overlooked. The immense assortment of dependable merchandise, and the very low money saving prices at which the goods are marked, should prove of intense interest to the person of thrift and good taste. These offerings are a direct appeal to your purse. An appeal that you cannot afford to overlook.



**MAIL ORDERS PROMPTLY FILLED!**

**SALE OF MEN'S SHIRTS.**

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|--|---|
| <b>MEN'S WHITE DRESSED SHIRTS.</b><br>(Choice of either long or short bosoms, American and English makes.)<br>Regular 90c. values for.... 80c.<br>Regular \$1.25 values for.... \$1.14<br>Regular \$1.50 values for.... \$1.35<br>Regular \$2.00 values for.... \$1.80 | <b>COLLARS.</b><br>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.<br>Regular, 15c.<br>Sale Price, 10c. each<br>Special reductions on Boys' Linen Eton, Sailor and Port-mouth Collars. Prices too numerous to mention. |
| <b>MEN'S REGATTA SHIRTS.</b><br>With and without collars; light and dark patterns.<br>Regular 80c. values for.... 40c.<br>Regular 60c. values for.... 35c.<br>Regular 50c. values for.... 30c.   |   |
| <b>MEN'S BLACK SATEN SHIRTS.</b><br>The good mercerized kind.<br>(All sizes.)<br>Regular 75c. values for.... 65c.  |   |

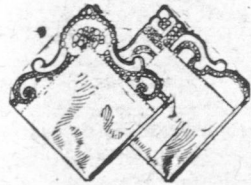
**A Great Sale of Men's and Boys' Clothing and Furnishings.**

**Boy's and Men's Sweaters**



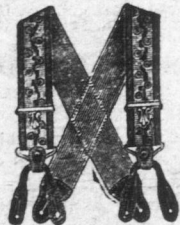
Boys' Collegian, St. Bon's and Fieldian Sweaters, and Navy Blue Jerseys; sizes 22 to 32 inches. Prices range from 45c. up. All selling at big reductions in this sale.

**Handkerchiefs**



**MEN'S BLACK, WHITE, CREAM and CRIMSON SILK HANDKERCHIEFS,** plain and initialed, also Linen, Cambrie and Japanese.  
Reg. 8c. Sale Price, 7c. each  
Reg. 12c. Sale Price, 10c. each  
Reg. 14c. Sale Price, 12c. each  
Reg. 20c. Sale Price, 16c. each  
Reg. 40c. Sale Price, 35c. each  
Reg. 45c. Sale Price, 39c. each  
Reg. 65c. Sale Price, 57c. each  
Reg. 75c. Sale Price, 65c. each  
Reg. 90c. Sale Price, 80c. each  
Reg. \$1.00. Sale Price, 90c. each

**Men's Braces**



**MEN'S PRESIDENT, TOKIO and ENGLISH BRACES.** Immense assortment of makes and designs, with silk and cotton elastic. Prices range from 12c. to \$1.10 pair. All specially reduced in this great sale.

**Men's Socks**

Men's Black and Grey Cashmere, Black and Heather Worsteds, and Black with Silk Embroidered Socks; sizes 10 to 11½. All going in this sale at greatly reduced prices.



**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. Reg. \$7.50. Sale Price, \$6.50 suit

**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. Reg. \$9.00. Sale Price, \$8.00 suit

**MEN'S TWEED PANTS,** mostly dark grey and fancy stripe effects. Reg. \$1.00. Sale Price, 90c. 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 CHEVIOT AND SERGE PANTS,** ten different patterns in the assortment; all sizes. Reg. \$1.80. Sale Price, \$1.55 pair

**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

**BIG SALE OF OVERCOATS**

Our fine stock of men's Overcoats, all this season's make, in all the new styles and shades of Tweeds, Meltons and Deavers, will be sold in this sale at big reductions in prices.

|                  |                         |
|------------------|-------------------------|
| Regular, \$5.50  | Sale price, \$4.75 each |
| Regular, \$6.00  | Sale price, \$5.50 each |
| Regular, \$7.00  | Sale price, \$6.25 each |
| Regular, \$8.50  | Sale price, \$7.55 each |
| Regular, \$10.00 | Sale price, \$9.00 each |

**BOY'S GOOD CLOTHING**

Suits, Overcoats and Reefers at Tempting Prices

We're 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.

**Hats, Caps, Mufflers, Ties, Etc.**

**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. each  
Reg. \$1.25. Sale Price, \$1.14 each  
Reg. \$1.50. Sale Price, \$1.35 each  
Reg. \$1.70. Sale Price, \$1.55 each  
Reg. \$1.80. Sale Price, \$1.65 each  
Reg. \$2.20. Sale Price, \$1.90 each

**BOYS' CAPS.**

Big selection of Boys' Caps in Velvet, Cloth, Serge, Tweed, etc., in Sailor, Eton, Ornate, Varsity, Pullman, Helmets, Golf, P. & O. etc.  
Reg. 25c. .... Sale Price, 21c. each  
Reg. 30c. .... Sale Price, 26c. each  
Reg. 35c. .... Sale Price, 30c. each  
Reg. 50c. .... Sale Price, 44c. each

Reg. 60c. .... Sale Price, 53c. each  
Reg. 90c. .... Sale Price, 80c. each  
**UMBRELLAS.**  
Men's Steel and Wood Rod Umbrellas, some with spring opening; splendid assortment of handles.  
Reg. 60c. Sale Price, 53c. each  
Reg. 85c. Sale Price, 75c. each  
Reg. \$1.00. Sale Price, 90c. each  
Reg. \$1.25. Sale Price, \$1.14 each  
Reg. \$1.50. Sale Price, \$1.35 each  
Reg. \$2.25. Sale Price, \$2.00 each

**MEN'S KID GLOVES.**

White. Reg. 50c. for.... 44c. pair  
Lavender. Reg. 90c. for.... 80c. pair  
Tan. Reg. \$1.00 for.... \$1.14 pair  
Reg. \$1.25 for.... \$1.14 pair  
Reg. \$1.50 for.... \$1.35 pair  
Reg. \$2.25 for.... \$2.00 pair

Reg. 12c. .... Sale Price, 10c. each  
Reg. 15c. .... Sale Price, 12c. each  
**BOYS' AMERICAN COLLARS.**  
(White Embroidered.)  
Reg. 25c. .... Sale Price, 20c. each  
Reg. 30c. .... Sale Price, 26c. each

**MEN'S TIES.**

Men's Paris, String and Stock Ties, in Colored, White, Cream, Fancy, Self Colored, and Black; full lengths.  
Reg. 10c. .... Sale Price, 8c. each  
Reg. 15c. .... Sale Price, 12c. each  
Reg. 20c. .... Sale Price, 16c. each  
Reg. 25c. .... Sale Price, 21c. each  
Reg. 30c. .... Sale Price, 26c. each  
Reg. 35c. .... Sale Price, 30c. each  
Reg. 40c. .... Sale Price, 35c. each  
Reg. 45c. .... Sale Price, 39c. each

**BOYS' PORTSMOUTH COLLARS**

Light and Dark Navy, White Drill and Pique.  
Reg. 20c. .... Sale Price, 17c. each  
Reg. 25c. .... Sale Price, 21c. each  
Reg. 30c. .... Sale Price, 26c. each

**MEN'S GLOVES.**

Men's Colored and Black Kid Gloves, wool lined, Buckskin, Wool, Astrachan and Wool with Kid Palms.  
Reg. 22c. Sale Price, 19c. pair  
Reg. 30c. Sale Price, 26c. pair  
Reg. 35c. Sale Price, 30c. pair  
Reg. 45c. Sale Price, 39c. pair  
Reg. 50c. Sale Price, 44c. pair  
Reg. \$1.00. Sale Price, 90c. pair  
Reg. \$1.25. Sale Price, \$1.14 pair

**If you miss this Sale, you miss the greatest Money-Saving opportunities ever offered in St. John's.**