

OUR 15th ANNUAL FEBRUARY SALE

Personal and Household Supplies at a Saving.

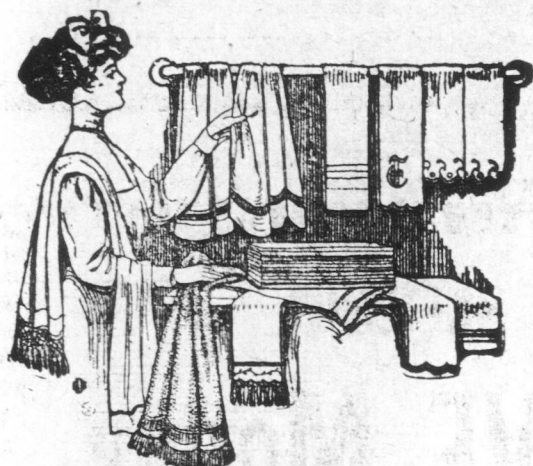


TODAY we start our Fifteenth Annual February Sale—an event that has been held in this Store for the past fourteen years—and has never failed to attract the people by hundreds and thousands. Victory after victory has attended its successive repetitions in this store, and if preparation on our part and anticipation on yours count for anything, this Fifteenth Sale is bound to be the greatest of all.

If you were to see in one gigantic lot all the New Dress Goods, Sheetings, Shirtings, Flannelettes, Blouses, Corsets, Wash Goods, etc.—all the short lines and odd lots of manufactured articles purchased for it—you would say we would never sell them all in this city; but we can, and we will. We will make prices so low that nobody can resist purchasing.

All the goods are not shown at one time, new lots are constantly being added, and it is only by coming every day while the sale lasts that you are sure not to miss some of the very best bargains.

Towels and Towelings.



Here's a great chance for hotel and boarding house keepers, or for any one who has a Towel or Towelling need. The prices are the lowest at which such standard goods have ever been sold.

Hemstitched Huck Towels. Reg. 35c. Sale Price, 30c.

LINEN, DIAPER, TURKISH, ROLLER, HONEYCOMB, CRASH and GLASS TOWELLINGS.

Reg. 14c. Sale Price, 12c. yd.	Reg. 9c. Sale Price, 8c. yd.
Reg. 12c. Sale Price, 10c. yd.	Reg. 8c. Sale Price, 7c. yd.
Reg. 11c. Sale Price, 9½c. yd.	Reg. 7c. Sale Price, 6c. yd.
Reg. 10c. Sale Price, 8½c. yd.	Reg. 6c. Sale Price, 5c. yd.

WHITE and BLAY TURKISH TOWELS.

Reg. 80c. Sale Price, 70c. ea.	Reg. 20c. Sale Price, 17c. ea.
Reg. 50c. Sale Price, 44c. ea.	Reg. 18c. Sale Price, 15c. ea.
Reg. 45c. Sale Price, 39c. ea.	Reg. 15c. Sale Price, 13c. ea.
Reg. 39c. Sale Price, 26c. ea.	Reg. 12c. Sale Price, 10c. ea.

Irresistible Bargains in WASH GOODS.

Greater and Better Than Ever Before.

There is not another store in Newfoundland that has offered such low prices on Wash Goods as we are doing during our annual February Sale. Nor will you find any better bargains than those we offer you this week. Do not fail to visit this department—because the offerings will be irresistible.

They comprise fine Irish Dimity Muslins, in fancy Checks and Stripes, also cross bar effects and pretty floral patterns in different colors and white grounds. Some have the neat hair stripes.

Then there are—Zephyrs, Cambrics, Mercerlawns, Voiles, Piques, Poplins, Batistes, Shower of Hal Muslins, Crepe Cloths, Bengalines and Canvas Cloths; altogether there are over Five Thousand Yards.



8½ to to 39c. Yard.

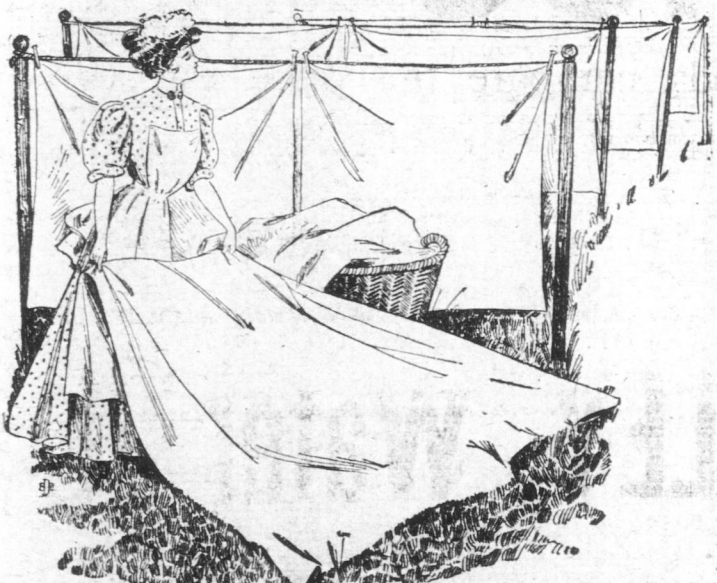
Our Annual February Sale of Hosiery.



This year we have a stock of upwards of five thousand pairs of Women's Hosiery for our Annual February Sale, bought from only the best makers, at lowest possible cost, and offered at prices that have no comparison in any Hosiery event within our memory in Newfoundland.

Women's Cashmere Hose.	Reg. 25c. Sale Price, 21c. pair
Women's Cashmere and Worsted Hose.	Reg. 30c. Sale Price, 26c. pair
Women's Cashmere and Worsted Hose.	Reg. 37c. Sale Price, 32c. pair
Women's Cashmere and Worsted Hose.	Reg. 40c. Sale Price, 35c. pair
Women's Cashmere and Worsted Hose.	Reg. 50c. Sale Price, 44c. pair
Women's Cashmere and Worsted Hose.	Reg. 60c. Sale Price, 52c. pair

Pillow Cases, Quilts, Sheetings, Shirtings, Pillow Cottons, Etc.



The secret of the popularity of our staple department lies in this fact—that the values are unexcelled, and in most cases without equals in St. John's. There's one thing you're absolutely sure of here—the very best returns in dependable qualities for the money invested. You'll do well to see these lines in household necessities for the first week's selling.

WHITE TWILL SHEETINGS.

72 inches wide. Reg. 30c. Sale Price	26c. yard
72 inches wide. Reg. 35c. Sale Price	30c. yard
72 inches wide. Reg. 40c. Sale Price	35c. yard
80 inches wide. Reg. 45c. Sale Price	40c. yard
72 & 80 ins. wide. Reg. 50c. Sale Price	44c. yard
80 inches wide. Reg. 55c. Sale Price	47c. yard
72 inches wide. Reg. 60c. Sale Price	52c. yard
90 inches wide. Reg. 75c. Sale Price	65c. yard

PILLOW COTTON.

40 inches wide. Reg. 23c. Sale Price	19c. yard
40 & 42 ins. wide. Reg. 25c. Sale Price	21c. yard
42 inches wide. Reg. 30c. Sale Price	25c. yard
46 inches wide. Reg. 35c. Sale Price	30c. yard
48 inches wide. Reg. 40c. Sale Price	34c. yard

WHITE HONEYCOMB QUILTS.

12 only, 2½ yards long. Reg. \$1.00. Sale Price	80c. each
24 only, 2½ yards long. Reg. \$1.35. Sale Price	\$1.10 each
12 only, 2½ yards long. Reg. \$2.00. Sale Price	\$1.65 each
12 only, 2½ yards long. Reg. \$2.25. Sale Price	\$1.50 each
6 only, 3 yards long. Reg. \$2.50. Sale Price	\$2.00 each

WHITE MARCELLA QUILTS.

15 only, 2½ yards long. Reg. \$1.55. Sale Price	\$1.25 each
19 only, 2½ yards long. Reg. \$2.10. Sale Price	\$1.70 each
20 only, 3 yards long. Reg. \$2.50. Sale Price	\$2.15 each
16 only, 3 yards long. Reg. \$3.00. Sale Price	\$2.50 each
8 only, 3 yards long. Reg. \$3.50. Sale Price	\$3.05 each
6 only, 3 yards long. Reg. \$4.50. Sale Price	\$3.90 each
6 only, 3 yards long. Reg. \$5.00. Sale Price	\$4.15 each



ENGLISH SHIRTING.

28 inches wide. White Sale Price	6c. yard
28 inches wide. White Sale Price	7c. yard
33 inches wide. White Sale Price	8½c. yard
36 inches wide. White Sale Price	11c. yard
36 inches wide. White Sale Price	12c. yard

HORROCKSES SHIRTINGS.

33 inches wide. Reg. 16c. Sale Price	13½c. yard
36 inches wide. Reg. 19c. Sale Price	16c. yard
36 inches wide. Reg. 24c. Sale Price	21c. yard
36 inches wide. Reg. 26c. Sale Price	23c. yard

WHITE TWILLED SHEETS.

12 pairs, size 70 x 90 inches. Reg. \$1.85. Sale Price	\$1.50 pair
12 pairs, size 70 x 90 inches. Reg. \$2.00. Sale Price	\$1.65 pair
9 pairs, size 72 x 90 inches. Reg. \$2.50. Sale Price	\$2.15 pair
8 pairs, size 80 x 99 inches. Reg. \$3.00. Sale Price	\$2.50 pair
8 pairs, size 80 x 99 inches. Reg. \$3.50. Sale Price	\$3.05 pair
8 pairs, size 80 x 108 inches. Reg. \$4.20. Sale Price	\$3.50 pair
8 pairs, size 80 x 108 inches. Reg. \$4.50. Sale Price	\$3.90 pair

FRILLED AND HEMSTITCHED

PILLOW CASES.

Size 18 x 28 ins. Reg. 30c. for.	24c.
Size 20 x 30 ins. Reg. 35c. for.	29c.
Size 20 x 30 ins. Reg. 40c. for.	32c.
Size 20 x 30 ins. Reg. 45c. for.	37c.
Size 20 x 30 ins. Reg. 50c. for.	41c.
Size 20 x 30 ins. Reg. 60c. for.	48c.
Size 20 x 30 ins. Reg. 75c. for.	62c.

FRILLED AND EMBROIDERED

PILLOW CASES.

Size 20 x 30 ins. Reg. 45c. for.	37c.
Size 20 x 30 ins. Reg. 50c. for.	41c.
Size 20 x 30 ins. Reg. 60c. for.	48c.
Size 20 x 30 ins. Reg. 75c. for.	62c.

HEMSTITCHED PILLOW CASES.

Size 18 x 18 ins. Reg. 25c. for.	21c.
Size 20 x 20 ins. Reg. 35c. for.	30c.
Size 20 x 30 ins. Reg. 40c. for.	35c.
Size 20 x 30 ins. Reg. 45c. for.	38c.
Size 20 x 30 ins. Reg. 50c. for.	44c.
Size 20 x 30 ins. Reg. 55c. for.	48c.

HEMSTITCHED AND FRILLED

PILLOW SHAMS.

Size 25 x 36 ins. Reg. 50c. for.	41c.
Size 25 x 36 ins. Reg. 55c. for.	48c.
Size 25 x 36 ins. Reg. 75c. for.	62c.
Size 25 x 36 ins. Reg. 90c. for.	72c.

TUCKED LAWNS.

Reg. 17c.	20c.	30c.	38c.
for	for	for	for
34c.	40c.	52c.	65c.
40c.	45c.	60c.	75c.
for	for	for	for
15c.	17c.	25c.	33c.
for	for	for	for
14c.	16c.	18c.	25c.

VICTORIA LAWN.

38 inches wide.

Reg. 17c.	20c.	30c.	38c.	40c.
for	for	for	for	for
15c.	17c.	25c.	33c.	39c.



SALE OF CURTAIN ENDS! FRUIT & VEGETABLES

WE HAVE SECURED A Manufacturer's Sample of CURTAIN ENDS, And are offering them at Bargain Prices. COME EARLY AND GET THE CHOICE. WM. FREW, Water St., Nearly Opp. Court House.

We offer in fine condition 150 barrels No. 1 Winter APPLES, 50 barrels Cheaper APPLES, 50 cases Sweet ORANGES, 10 cases Large LEMONS, 50 cases Silverpeel ONIONS 50 sacks P. E. I. PARSNIPS, 20 barrels P. E. I. CARROTS, 10 cases Fresh EGGS. Apples very scarce, buy before they get dearer. Edwin Murray.

BY SPECIAL WARRANT OF APPOINTMENT

TO H.M. THE KING

The Popular London Dry Gin is

VICKERS' GIN

D. O. ROBLIN, Toronto
Canadian Agent

BY SPECIAL WARRANT OF APPOINTMENT

TO H.R.H. THE PRINCE OF WALES

J. JACKSON, St. John's, Resident Agent.