

Our 15th Annual February Sale.

Will This Year Create New Records in "Royal" Value Giving. Best Qualities at Lowest Possible Prices.

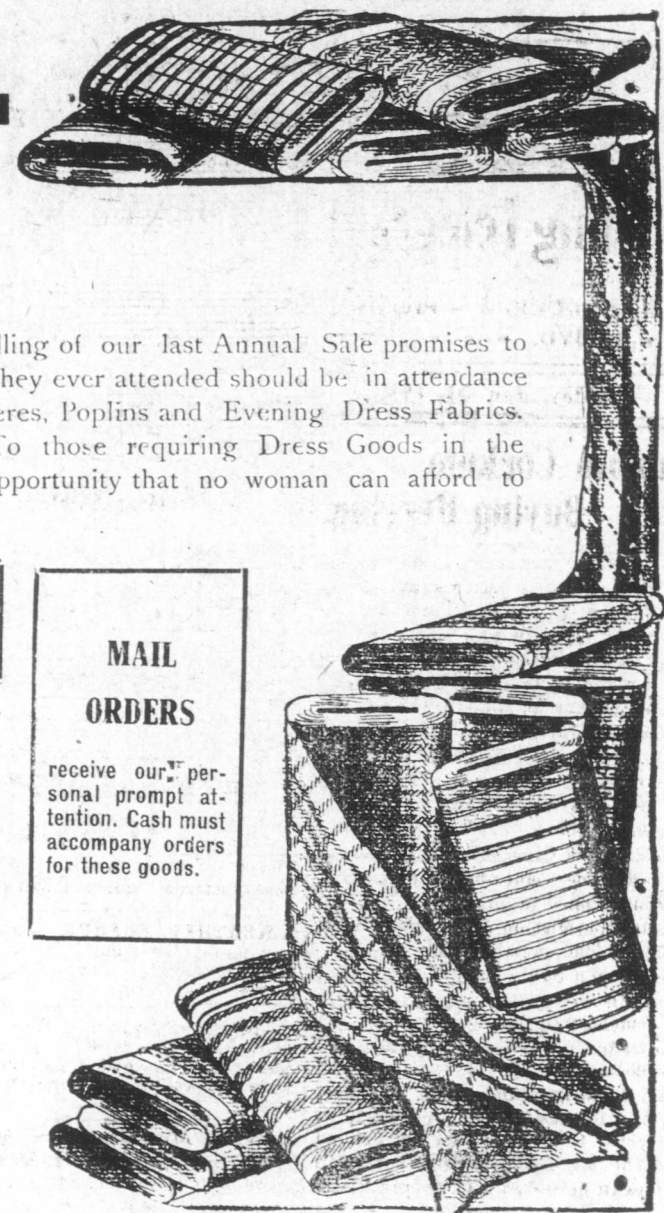
WE take more than ordinary interest in announcing the opening of our Fifteenth Annual February Sale. We have far surpassed all other previous efforts in preparing for this great event and we may safely say, that nowhere else, will be found such a large and well assorted display of up-to-date House Furnishings—Men's, Women's and Children's Wear and Boots and Shoes;—as to prices we only ask for fair competition. Our floor space has been increased, our staff augmented to cope with the increasing demands which will necessarily be made upon us during this Sale. It's the people's money-saving time. There's a share for everybody. Come early for yours.

The Biggest Bargain Event in Newfoundland.

\$5,000 Stock of Finest Dress Goods at Practically Cost Price.

We Expect Some Lively Selling.

THIS ANNUAL FEBRUARY SALE OF DRESS GOODS will make a new bargain standard in this city. The record selling of our last Annual Sale promises to be annihilated by the values to be offered this February. The multitudes of customers who proclaimed our last sale the best they ever attended should be in attendance early. The choice includes Black Dress Goods, Fancy Suitings, Serges, Fancy Tweeds, Cheviots, Venetians, Amazons, Cashmeres, Poplins and Evening Dress Fabrics. The range of Colors and New Weaves is complete in every detail, including some of the 1911 Spring Patterns. To those requiring Dress Goods in the near future, this sale presents an opportunity to fill their needs at a considerable saving on the usual curley. It is an opportunity that no woman can afford to let slip by.



COLORED DRESS GOODS.

Black Amazon Cloths. Reg. 40c. for 35c.
Black Lustre. Reg. 40c. for 35c.
Black Amazon Cloths. Reg. 55c. for 47c.
Black Cashmere. Reg. 55c. for 47c.
Black Serge. Reg. 55c. for 47c.
Black Amazon Cloths. Reg. 65c. for 56c.
Black Satin Cloth. Reg. 65c. for 56c.
Black Lustre. Reg. 65c. for 56c.
Black Eolienne. Reg. 75c. for 64c.

Black Amazon Cloths. Reg. 75c. for 64c.
Black Serge. Reg. 75c. for 64c.
Black Melton. Reg. 85c. for 73c.
Black Amazon Cloths. Reg. 90c. for 77c.
Black Satin Cloth. Reg. \$1.00 for 85c.
Black Amazon Cloths. Reg. \$1.00 for 85c.
Black Roxannas. Reg. \$1.00 for 85c.
Black Poplins. Reg. \$1.00 for 85c.
Black Lustres. Reg. \$1.00 for 85c.

BLACK DRESS GOODS.

Black Amazon Cloths. Reg. \$1.25 for \$1.05
Black Grenadienes. Reg. \$1.25 for \$1.05
Black Serges. Reg. \$1.25 for \$1.05
Black Amazon Cloths. Reg. \$1.40 for \$1.18
Black Amazon Cloths. Reg. \$1.75 for \$1.50
Black Venetian Cloths. Reg. \$1.75 for \$1.50
Colored Serges. Reg. 40c. for 35c.
Colored Lustres. Reg. 40c. for 35c.
Colored Nun's Veilings. Reg. 40c. for 35c.
Colored Challies. Reg. 40c. for 35c.
Colored Amazon Cloths. Reg. 55c. for 47c.
Colored Cashmeres. Reg. 55c. for 47c.
Fancy Tweeds. Reg. 55c. for 47c.
Colored Serges. Reg. 55c. for 47c.
Colored Satin Cloths. Reg. 65c. for 56c.
Colored Lustres. Reg. 65c. for 56c.
Fancy Tweeds. Reg. 65c. for 56c.
Colored Amazon Cloths. Reg. 65c. for 56c.

EVENING DRESS GOODS.

Cream Serges. Reg. 70c. for 60c.
Colored Serges. Reg. 75c. for 64c.
Colored Crepe de Chene. Reg. 80c. for 68c.
Fancy Tweeds. Reg. 75c. for 64c.
Colored Amazon Cloths. Reg. 75c. for 64c.
Colored Amazon Cloths. Reg. 90c. for 77c.
Colored Voiles. Reg. 90c. for 77c.
Colored Amazon Cloths. Reg. \$1.00 for 85c.
Colored Roxannas. Reg. \$1.00 for 85c.
Colored Lustres. Reg. \$1.00 for 85c.
Colored Poplins. Reg. \$1.00 for 85c.
Colored Amazon Cloths. Reg. \$1.25 for \$1.05
Colored Serges. Reg. \$1.25 for \$1.05
Colored Eolienne. Reg. \$1.25 for \$1.05
Colored Amazon Cloths. Reg. \$1.50 for \$1.25
Colored Venetian Cloths. Reg. \$1.50 for \$1.25
Colored Serges. Reg. \$1.50 for \$1.25
Colored Satin Cloths. Reg. \$1.50 for \$1.25

MAIL ORDERS

receive our personal prompt attention. Cash must accompany orders for these goods.

These Sale Prices on Blankets Will Swell the Crowds at our Blanket Counter.

As indicated in the prices quoted below the savings are very large, and yet they are really larger than the figures show; because our original prices were 5 per cent. or more below those of any other store, so there is actually a double saving for those who buy at this sale.

The assortment includes Scotch, English and Saxony Wool and Union, with choice of either Pink or Blue Borders.



Regular \$12.00, size 75 x 95 inches, weight, 9 lbs.	Regular \$1.75, size 64 x 80 inches, weight, 7 lbs.	Regular \$2.75, size 58 x 74 inches, weight, 5½ lbs.
Sale Price, \$10.50 pair.	Sale Price, \$1.10 pair.	Sale Price, \$2.45 pair.
Regular \$10.25, size 75 x 95 inches, weight, 9 lbs.	Regular \$1.25, size 70 x 90 inches, weight, 8 lbs.	Regular \$2.00, size 58 x 74 inches, weight, 5 lbs.
Sale Price, \$8.90 pair.	Sale Price, \$3.65 pair.	Sale Price, \$1.80 pair.
Regular \$7.25, size 75 x 95 inches, weight, 9 lbs.	Regular \$3.75, size 64 x 84 inches, weight, 7 lbs.	Regular \$1.75, size 54 x 72 inches, weight, 4½ lbs.
Sale Price, \$6.30 pair.	Sale Price, \$3.35 pair.	Sale Price, \$1.55 pair.
Regular \$5.50, size 75 x 95 inches, weight, 9 lbs.	Regular \$3.20, size 66 x 86 inches, weight, 7 lbs.	Regular \$1.60, size 48 x 68 inches, weight, 4 lbs.
Sale Price, \$4.75 pair.	Sale Price, \$2.75 pair.	Sale Price, \$1.45 pair.
Regular \$5.00, size 70 x 90 inches, weight, 8 lbs.	Regular \$2.90, size 62 x 80 inches, weight, 6 lbs.	Regular \$1.50, size 48 x 68 inches, weight, 4 lbs.
Sale Price, \$4.25 pair.	Sale Price, \$2.55 pair.	Sale Price, \$1.35 pair.

Pillow Shams, Cases and Bolsters.

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.

HEMSTITCHED PILLOW CASES.

Size 18 x 28 ins. Reg. 25c. for 21c.
Size 20 x 30 ins. Reg. 35c. for 30c.
Size 20 x 30 ins. Reg. 40c. for 33c.
Size 20 x 30 ins. Reg. 45c. for 38c.
Size 20 x 30 ins. Reg. 50c. for 41c.
Size 20 x 30 ins. Reg. 55c. for 46c.

HEMSTITCHED AND FRILLED PILLOW SHAMS.

Size 25 x 36 ins. Reg. 50c. for 41c.
Size 25 x 36 ins. Reg. 55c. for 46c.
Size 25 x 36 ins. Reg. 75c. for 62c.
Size 25 x 36 ins. Reg. 90c. for 72c.

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.

FRILLED AND HEMSTITCHED BOLSTER CASES.

Size 20 x 66 ins. Reg. 65c. for 56c.
Size 20 x 68 ins. Reg. 80c. for 70c.
Size 20 x 60 ins. Reg. \$1.20 for 95c.

LADIES' KID GLOVES At Eye-Opening Prices.



A SALE of 10,000 pairs of Ladies' Kid Gloves that will demonstrate more forcibly than any printed words the unlimited resources of this store and its capability of giving best possible values at least possible cost.

"MARITANA," in colors of Tan, Brown, and Black, 2 dome fasteners. Regular 45c., for 40c. pair.

"ALICE," in colors of Tans, Browns, and Black, 2 dome fasteners. Regular 65c., for 56c. pair.

"ELAINE," in colors of Tans, Browns, Black, Beaver and Slate, 3 dome fasteners. Regular 80c., for 70c. pair.

"LE LUXE," in colors of Navy, Green, Tans, Brown, Chocolate, Black, Beaver, and Slate, buttoned and clasp. Reg. \$1.00 for 88c. pair.

"LE BRILLIANT," in colors of Tans, Browns, Chocolate, Black, Navy, Myrtle, Beaver and Slate, buttoned and clasp. Reg. \$1.20, for \$1.05 pair.



Tragedy at Montreal.

Woman Found Burned to Death in Her Home—Evidence of Struggle and Police Believe House was Set on Fire.

Montreal, January 24.—That a brutal tragedy has been enacted and an effort made to hide the crime by setting fire to the house was the theory of the police when they visited the apartment of Mrs. Joseph Martin, who was found burned and charred almost beyond recognition in response to an alarm sent in by neighbours. The dead woman's rooms were broken into early this morning. A cursory examination by the firemen

showed that the blaze had started in a small hall room outside the bedroom where the deceased woman slept. The body of the unfortunate woman was found huddled on the kitchen floor, some fifteen feet away, her arms crossed under her head. At her feet lay the fragments of an exploded lamp, while a cane-bottomed chair was upturned nearby. Thick, dark clots of blood on the walls and furniture of several of the rooms of the little flat were found by the police when an examination of the premises was made by daylight. There was every evidence that a fearful struggle had taken place before the house was set on fire and the

woman, whether dead or alive, left a prey for the flames. Blood covered the walls of the little passageway and two of the rooms. The railing around the stove in the kitchen, where the body was found, was covered with it, while chairs and tables bore the terrible evidence of crime. The body was burned almost to a cinder and it is doubtful whether the doctors will be able to ascertain the real cause of the woman's death. No weapon was found in the house and so far the police are without a single clue.

Newfoundlanders at McGill University

From the Montreal Star to hand we note that Messrs. W. Templeman, Bonavista; T. R. Dwyer, Holyrood; and C. Keane, Westleyville, medical students in the freshman year at McGill, have been successful in the recent exams. Templeman passed all his subjects of the course, winning honors in Physics and Chemistry. Dwyer passed well in all his subjects too, winning honors in Chemistry and

Raising 12th place in a class of 70. We congratulate these young men, who are gaining distinction for themselves and credit for their country in far-famed McGill. "Absolutely Alright." That is what an authority says of Magic Headache Powders. They cure—no ill after effects, which is all right. The price 10 cts. is all right. W. T. COURTENAY, corner Duckworth and Prescott Streets.—Jan 7/11

The Canadian forestry department has a huge scheme on foot, which is soon to be placed before the Dominion Parliament, that calls for better forest conservation and protection from fire. The plan calls for an expenditure of about \$25,000,000 within the next few years which will almost do away with forest fire dangers. It will be used mainly for organizing a forest ranger service which will be made up of the same type of men as are in the Northwestern mounted police, and they will be organized along much the same lines.

20th September, 1910. Now Landing, a Choice Cargo N'th Sydney Coal. You will find as others have found it that MOREY'S Coal is good Coal. Ask those who burn it. M. MOREY & CO.

MINARD'S LINIMENT CURES GET IN COWS.

MINARD'S LINIMENT CURES COLDS, ETC.

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