

**MEASURES** have been taken to make this, the last shopping week in February, surpass---in general interest and value-giving---that of any previous week during the progress of our

# 14<sup>TH</sup> ANNUAL SALE



This Sale brings together an almost unlimited collection of the best and most practical personal and housekeeping helps that are manufactured---no trash, no impractical things, none of the cheapish goods that careful buyers wouldn't have at any price---but worthy, desirable, high-grade goods, at very decisive reductions, as shown in the prices quoted below.



JUST AS NATURAL FOR US TO  
LEAD IN VARIETY & VALUE AS  
IT IS FOR OTHERS TO FOLLOW.



Our Mail Order Department is one of our best assets in procuring and holding customers from every settlement in the Island. Through the medium of this department, which is characterized by thorough and rapid system, any person can at the expense of a moment's time and a post-card, put themselves in touch with the largest, best and most varied line of general merchandise (at lowest prices) carried by any one store in this country.



## MARVELLOUS BARGAINS in FINE MUSLIN UNDERWEAR

**A**SIDE from the extraordinary low prices, the immensity of our muslin underwear assortments, and the choice character of styles and trimmings are features sufficient in themselves to insure this being the greatest sale event of the season.

Indeed women with whom price is a secondary consideration revel in the style, quality and beauty of these garments.

### CORSET COVERS.

Corset Cover of White Cotton, necks and arms edged with torchon lace; 3/4 sleeves. Reg. 35c. Sale Price, 28c.  
Corset Cover of American White Cotton, low necks, yoke of torchon lace and insertion, and two rows ribbon beading. Reg. 45c. Sale Price, 35c.  
Corset Cover, English White Cotton, front vandyked with valenciennes lace, neck and sleeves finished with val. lace to match. Reg. 50c. Sale Price, 40c.  
Corset Cover, fine Lawn, allover embroidery yokes; others with three rows of valenciennes lace insertion let in, necks and waist ribbon beading. Reg. \$1.00. Sale Price, 75c.  
Corset Cover of American Lawn, backs and yokes daintily trimmed with valenciennes lace, necks ribbon beaded, cuffs edged with lace. Reg. \$1.50. Sale Price, \$1.20.

### DRAWERS.

Ladies' White Cotton Drawers, frill at knees, embroidery trimmed. Reg. 40c. Sale Price, 32c.  
Ladies' White Nainsook Drawers, full frill of torchon lace and embroidery, finished with beading and ribbon draw. Reg. 85c. Sale Price, 68c.

Ladies' White Lawn Drawers, some with embroidery frill; others with val. lace and insertion, umbrella frills. Reg. 95c. Sale Price, 76c.  
Ladies' heavy quality White Cotton Drawers, frill of beautiful design embroidery and insertion to match. Reg. \$1.10. Sale Price, 96c.  
Ladies' extra fine White Nainsook Knickers, extra wide frill of beautiful design, torchon lace and embroidery, narrow ribbon beading and bow. Reg. \$1.50. Sale Price \$1.20.  
Ladies' fine White Nainsook Drawers, with umbrella frill at knees, with cluster of tucks, insertion and lace. Reg. \$1.75. Sale Price, \$1.44.

### NIGHT DRESSES.

Ladies' White American Cotton and Nainsook Nightdresses, square and round necks, with embroidery and lace yokes, ribbon draw and bow, sleeves to match. Reg. \$1.45. Sale Price, \$1.16.  
Ladies' White Longcloth (Horrockses) and Lawn Nightdresses, Dutch and square necks, insertion and edged cambric embroidery finished and sleeves to match. Reg. \$1.80. Sale Price, \$1.44.  
Ladies' fine White Crossbarred Muslin and English Cotton



Nightdresses, square and Dutch necks, trimmed with cluster of tucks, insertion and lace, sleeves edged with embroidery. Reg. \$2.20. Sale Price, \$1.70.  
Ladies' White Cotton and Longcloth Nightdresses, slip-over style, yokes and sleeves very neatly trimmed with imitation baby Irish insertion; others with fine tucks and embroidery trimming. Reg. \$3.00. Sale Price, \$2.40.  
Ladies' White Cotton Nightdresses, Dutch collars, yoke has cluster of fine tucks, valenciennes lace and insertion, sleeves to match; all hand made. Reg. \$3.75. Sale Price, \$2.90.

## DAINTY UNDERSKIRTS

Ladies' White Cotton Underskirts, with five inch flounce, finished with 3 tucks and torchon lace. Regular 65c. Sale Price, 52c.  
Ladies' Cotton Underskirts, 11 inch lawn flounces, one cluster of five tucks and finished with 5 inch frill of embroidery with dust frill underneath, some with pink and pale blue ribbon beading. Regular \$1.25. Sale Price, 96c.  
Ladies' fine English White Cotton Underskirts, 17 inch flounces, with tucks and openwork embroidery and insertion, some trimmed with clusters of tucks and embroidery. Regular, \$1.45. Sale Price, \$1.16.  
Ladies' White Nainsook Underskirts, 15 inch flounces, trimmed with 2 clusters of fine tucks, and finished with 6 inch openwork embroidery, Pink and Pale Blue Ribbon trimmed. Regular, \$1.80. Sale Price, \$1.44.  
Ladies' fine Nainsook Underskirts, 11 inch flounce of new pattern embroidery and three tucks, wide ribbon beading. Regular, \$2.20. Sale Price, \$1.70.  
Ladies' English Cotton Underskirts with 9 inch wide embroidery frill or flounce, others with flounces of one row of embroidery and insertion. Regular, 95c. Sale Price, 76c.  
Ladies' Fine Nainsook Underskirts, deep lawn flounce, trimmed with clusters of tucks and wide openwork embroidery and ribbon beading. Regular, \$2.50. Sale Price, \$1.95.  
Ladies' extra fine White Nainsook Underskirts, wide flounce with groups of tucks and wide all-over embroidery, lawn dust frill, some with wide ribbon beading, draw and bow. Reg. \$4.80. Sale Price, \$3.85.  
Ladies' extra fine White Nainsook and Lawn Underskirts, wide double flounces, in various patterns and bow; no two alike. Reg. \$6.00. Sale Price, \$4.80.

## LADIES' KID GLOVES

**SWEEPING REDUCTIONS ARE STILL THE RULE**

"MARITANA," in colors of Tan, Brown, and Black, two dome fasteners. Reg., 45c. for 39c. pair  
"ALICE," in colors of Tans, Browns and Black, two dome fasteners. Reg., 65c. for 55c. pair  
"ELAINE," in colors of Tans, Browns, Black Beaver and Slate, three dome fasteners. Reg., 80c. for 67c. pair  
"LELUXE," in colors of Navy, Greens, Tans, Brown, Chocolate, Black, Beaver and Slate, buttoned and clasp. Regular, 90c. for 75c. 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

## GREAT SALE OF SILKS

The Silk Department will place on sale during February at special cut prices the following lines:--

700 yards of Colored and Black China Silks. Regular, 45c. for 38c. yard  
800 yards of British Tamaline Silks and Satins, Colored and Black. Reg., 50c. for 42c. yard  
800 yards of British Tamaline and China Silks, Colored and Black. Reg., 65c. for 55c. yard  
300 yards of Glacie Silk, Colored and Black. Regular, 75c. for 65c. yard  
500 yards of French Merve, Taffeta and Moire Silks, Colored and Black. Reg., 90c. for 78c. yard  
170 yards of Chiffon Taffeta Silk, double width, Colored and Black. Reg., \$1.50. for \$1.28 yard  
90 yards, only, of Cream and White Brocaded Silks. Regular, \$1.40. for 78c. yard  
800 yards of Black Merve Silks. Regular, 50c., 75c., \$1.00, \$1.20, \$1.50, \$1.75 Sale Price, 42c., 65c., 85c., 98c., \$1.28, \$1.48  
500 yards of Black Peau-de-Soie Silks. Regular, 80c., \$1.10, \$1.25, \$1.50, \$1.80 Sale Price, 68c., 95c., \$1.00, \$1.28, \$1.49

## Sale of Notions and Dressmakers' Supplies

**A**LL THE LITTLE THINGS NEEDED IN THE WORK BASKET ARE MARKED AT A BIG REDUCTION IN PRICE DURING THIS SALE. DRESSMAKERS, TAILORS AND HOME SEWERS WILL SAVE CONSIDERABLY BY BUYING IN QUANTITIES.

**PINS.** 350 doz. Sheets of Solid headed Plated Pins. Reg. 3c. Sale Price, 3 sh. for 5c.  
**BOOT LACES.** 500 doz. Pairs of Mohair Boot Laces, 33 inches long. Reg. 4c. Sale Price, 3 doz for 8c.  
**SAFETY PINS.** 700 cards of finest quality Nickel Plated Safety Pins, small and medium sizes. Reg. 4c. Sale Price, 3 cds. for 9c.  
**HAIR PINS.** 300 Boxes of Ball Pointed and Straight Hair Pins, 50 and 100 Pins in box. Reg. 3c. Sale Price, 3 bxs for 5c.  
**BOUSE PINS.** 280 cards of Little Beauty Bouse Pins, Black and Gold plated, guaranteed untarnishable, 3 & 4 pins on card. Reg. 4c. Sale Price, 4 cds for 10c.  
**VEILING PINS.** 170 Boxes of Veiling or Motor Scarf Pins, 2 1/2 inches long, 3 dozen in Box. Reg. 10c. Sale Price, 6c. Box.  
**REELS.** 900 doz. of 6 cord 200 yard Reels of Sewing Cotton, Black and White; numbers 10, 14, 16, 20, 24, 30, 36, 40 and 50 (new stock just opened). Sale Price, 3 for 9c.  
**THIMBLES.** 300 doz. of Women's Electro Plated Thimbles. Sale Price, 6 for 5c.  
**MENDING WOOL.** 700 Cards of best quality Mending Wool, in Colors of Black, Shetland, Clericals, Heathers, Greys & Tan. Reg. 2c. Sale Price, 3 for 4c.  
**DRESS SHIELDS.** 40 only pairs of the Renown Washable Dress Shields. Reg. 10c. Sale Price, 2 pr. for 15c.  
**TAPE.** 2000 pieces of Blacked India Tape, the only Patented Non-Twist, 1/2 in. different sizes. Reg. 2c. Sale Price, 3 pcs. for 4c.  
**GARTER ELASTIC.** 500 yards of English Loom Garter Elastic, 3/4 inches wide, in Grey, White & Black. Reg. 6c. Sale Price, 2 yds for 8c.  
**CUSHION CORD.** 370 yards of Super Crepe or Cushion Cord, in colors of Myrtle, Olive, Pink, Pale Blue, Terra Cotta, Turquoise, Black White, Navy and Cardinal. Reg. 5c. Sale Price, 3 yds for 11c.  
**DRESSING COMBS.** 10 doz. of best quality Horn Dressing Combs, heavy and thick; 7 1/2 & 8 inches long. Reg. 20c. Sale Price, 16c. each.  
**FINE COMBS.** 10 dozen of Horn Fine Tooth Combs. Reg. 12c. Sale Price, 9c. each.  
**TOILET SOAP.** 900 cakes of assorted perfumed Toilet Soap. Sale Price, 3 for 9c.  
**TOILET POWDER.** 4 doz. Tins of Talcum Toilet Powder, antiseptic and delightfully perfumes. Reg. 14c. Sale Price, 12c. Tin.

## A Wonderful Lace Curtain Sale



When you can get the choicest of lace curtains at from 20 to 40 per cent. lower than regular prices, don't you think it will pay you to buy curtains now while this opportunity is before you?

We do, even if you don't need them for some time, and we're sure you'll feel the same when you see the goods. The prices are certainly low for such qualities. Come early while the selection is so good. There are over 350 pairs to choose from.

20 pair, 2 1/2 yards long. Sale Price, 38c. pair  
15 pair, 2 1/2 yards long. Sale Price, 32c. pair  
40 pair, 2 1/2 yards long. Sale Price, 62c. pair  
10 pair, 2 1/2 yards long. Sale Price, 65c. pair  
20 pair, 2 1/2 yards long. Sale Price, 72c. pair  
10 pair, 3 yards long. Sale Price, 85c. pair  
25 pair, 3 yards long. Sale Price, 98c. pair  
10 pair, 3 1/2 yards long. Sale Price, \$1.05 pair  
10 pair, 3 yards long. Sale Price, \$1.08 pair  
10 pair, 3 yards long. Sale Price, \$1.15 pair  
10 pair, 3 yards long. Sale Price, \$1.18 pair  
10 pair, 3 1/2 yards long. Sale Price, \$1.27 pair  
10 pair, 3 yards long. Sale Price, \$1.35 pair  
10 pair, 3 1/2 yards long. Sale Price, \$1.48 pair  
10 pair, 3 1/2 yards long. Sale Price, \$1.58 pair  
20 pair, 3 1/2 yards long. Sale Price, \$1.70 pair  
10 pair, 3 1/2 yards long. Sale Price, \$1.95 pair  
10 pair, 3 1/2 yards long. Sale Price, \$1.98 pair  
10 pair, 3 1/2 yards long. Sale Price, \$2.18 pair  
10 pair, 3 1/2 yards long. Sale Price, \$2.55 pair  
10 pair, 3 1/2 yards long. Sale Price, \$2.75 pair  
10 pair, 3 1/2 yards long. Sale Price, \$2.95 pair  
6 pair, 3 1/2 yards long. Sale Price, \$3.35 pair  
6 pair, 3 1/2 yards long. Sale Price, \$3.65 pair  
10 pair, 4 yards long. Sale Price, \$3.85 pair

## Bargains in Ribbons

French Merve Silk Ribbon, about 6 inches wide, in colors of Pale Blue, Turquoise, Pink, Brown, White, Black, Crimson, Cardinal, Greens and Navy. Reg., 25c. Sale Price, 20c. yd.  
Taffeta Silk Ribbon, full 6 inches wide, in colors of Turquoise, Grey, Pale Blue, Pink, Browns, Champagne, White, Black, Crimson, Cardinal and Greens. Reg., 20c. Sale Price, 25c. yd.  
Taffeta Silk Ribbon, about 4 inches wide, in colors of Crimson, Black, Brown, Greens, Grey, Cardinal and Pink. Regular, 20c. Sale Price, 16c. yd.



## Bargains in Womens Hose

Women's Cashmere Hose. Reg., 25c. Sale Price, 20c. pair  
Women's Cashmere & Worsted Hose. Reg. 30c. Sale Price, 24c. pair  
Women's Cashmere & Worsted Hose. Reg. 37c. Sale Price, 32c. pair  
Women's Cashmere & Worsted Hose. Reg. 40c. Sale Price, 34c. pair  
Women's Cashmere & Worsted Hose. Reg. 50c. Sale Price, 42c. pair  
Women's Cashmere & Worsted Hose. Reg. 60c. Sale Price, 52c. pair