- P. E. I. POTATOES and TURNIPS!

BOWFING EROMFIARES. Inimited.



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Mall Orders Accepted. London, New York \&
For the convenience of out-of-town customers, Mail Orders will-
be accepted and filled promptly. Remittance must accompany
order-money, will be refunded if garments not suitable and re-
turned. Paris Ass. of Fashion

A Phenomenal FOUR DAY SALE Ends on Wed, 20th 2500 Valit Holise presses

## Greatest House DressSale Ever Held. <br> A Sale unrivalled in quantity of Dresses. A Sale urivalled in quality at this Low Price. A Sale of

 Values without equal in the city.Every Dress is Fresh, Crisp and New-just re. ceived from the manufacturer.
Every Dress is cut full and long, with wide hems, and is guaranteed to fit perfectly. Regular Sizes 36 to 44, Stout Sizes.

See Windows.


Many women will buy three. Many will want six or more.

Buy YourSupply for the Season.

You will practice true economy by supplying your future needs, for such values will not be duplicated later on in the season.
These Dresses are excellently made of good qual ity Cotton Voiles. Trimmings consist of Pique, Lace Edging, Embroidery or Pearl Buttons. Some with pockets and sashes-all the new wanted colors.
This Sale is for 4 Days only
DRESSES SOLD OR UNSOLD
SHOP EARIY and AVOID DISAPPOINTMENT.

Every Size from Misses', Women's, up to the Stylish Stouts.

## PRICE An Women's and Misses'

 and LESS SuITs, - COATS ainl-DRESSESThese Garments Represent the Greatest Values this Store has offered at any time.
LONOOL, NEW YORI MIID PRIRIS ASSOC. OF FISHION





## Men's Socks <br> 300 Pairs HEAVY GREY WOOL SOCKS -some slightly soiled. Only <br> mind max 23c pair

Saneational Valuoe fifforad During
February Following our usual practice, we beg to array a Post-Inventory Bargain List, whic
amazing and undreamed of opportunities to supply your immediate and Less Than Half The Regular Prices

Men's Caps Nowhere else in the city, can you obtain
such values in Winter Caps. Regular Nime Now \$1.45 Do Not Fail to Take Advantage of this Wonderful Money-Saving Opportumity

## Ladies' Underwear

Regularly $\$ 3.20$ Suit.

Union quality pure
Basement.Only $\$ 1.98$ suil

Ladies' Combinations
Manufacturers' Samples in finest grade Wool-Merin
Silk and Wool Combinations. Values $\$ 4.50$ to $\$ 4.75$.
Now \$1.80, 51.95, \&2 \& 82.25 suit Basement

## Misses' Combinations

To fit 2 to 16 years. All Manufacturers' Samples. Regular $\$ 2.00$ to $\$ 3.75$.
Now 90c to $\$ 1.40$ suit Besement

## Hosiery ${ }^{2} 4$

 CHILD'S, MISSES' and LADIES' HOSE. Only 18c pair Basement.| ME |  |
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| Scotch Knit Heather Mix- | These are wond |
| Third Floor. Now 69 | oor. |
| Boys' Suits <br> A Special Lot of BOYS' TWEED and SERGE SUITS, to fit from 6 to 17 years. <br> $\$ 3.98, \$ 7.50$ and $\$ 9.90$ <br> Third Floor. |  |
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## Important Announcement!

During this Sale Drastic Reductions will be in force throughout the entire Store - COATS DRESGES, HATS, COSTUNIES, FURS, WAISTS, CORSETS, UNDERWEAR, SWEATERS, SUITS, PANFS, SHIRTS, CAPS, Etc. All must be sacrificed in order to make room for new arrivals,

Corsets
LOT 1. Finest Grad Freanh couth corsiss; a

Childs white coats Beautifully made from
Snow White Chinchilla,
Cord Velvets, etc. Sizes 1 ,
to 3 years. Less than Har
Price- $\$ 2.98, \$ 3.48$ \& $\$ 4.78$. Main Floor.


## Dress Bargains


Basement. Only $\$ 1.98$

| Men's UNDERWEAR | Men's WORK SHIRTS |
| :---: | :---: |
| Manufacturers' Sam | An assorted range of |
| Stirs, Pants and Combinaz | Khaki and Heather Flette Shirts. |
| Third Floor. | Third Floor. Only \$1.79 |
| Men's Suits <br> 37 only MEN'S FINE GRADE NAVY SERGE SUITS, to be cleared at the ridiculously fow price of <br> 81790 |  |
|  |  |
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| Third Floor. |  |

## LADIES' COATS

The balance of our Winter Coats we offer for your inspection and approval at
20 per cent. Less than Actual Cost. Main Flor.

| PLEASE NOTICE! | MIDDY WAISTS | NOVELTY SKIRTS |  | SHAWL SCARF | d | BED |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| As our Special offerings are sold rapidly to City customers, we cannot accept | Fine Navy Serge Middy Waists, with Silk emblem on Whe Worth \$450. | 75 only Ladies' Pleated Novelty Skirts. Regular Price $\$ 1050$ | HALF the | Gives an ideal Sweater effect. Regular Price $\$ 4.90$ | STS avy, Saxe and | Tapestry Bed Spreads; some sightly soiled. Shades: Nos. Myrtle and Cardinal. $\$ 3.90$ |
| Mail Orders. | Basement. Now \$2.29 | Now \$6.98. | Third Floor | Basement. Now \$1.98 | oor, Now \$1.49 | tos6.90. Basement. |

 Prices from 80c to $\$ 3.75$ pair THE BROADWAY HOUSE OF FASHION



## Floor Canvas

Special at $\$ 1.25$ yard.

## Spring Blinds

Plain, Cream and Green, Fringed.
Reg. 90c. Now 79c. each. Reg. 95c. Now 87c, each.

## Congoleum Mats

## 19c. each.

The number of satisfied customers of our Mail Order Department is increasing daily. Make shopping by Mail a pleasure by availing of our Prompt, Efficient Service.

## Bargains in Remnants <br>  FLANNELETTES SHIRTING

## Dress Ginghams

Jusat the thing for your cos
Reg. 30c. Now 27c. yard.
Reg. 45c. Now 39c. yard.

## Maurhall Bros

## Casement Cloth

$\qquad$ Now 51c. yard

## Percales

Plain

| Small Checks |
| :---: |
| Reg. 30 c. Now 26 c. yard, Reg. 35 c . Now 31c.yd. |

White Curtain Net
Regular 45c. yard.
Now' 39c. yard

A visit to our new Readymade Department will convince you
of the sterling values we are offering in Gents' and Boys' Suits
of the sterl
Pants, etc.
of the sterling values we are offering in Gents' and Boys' Suits 000006


GENTLEMEN!
 Examinations


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## See <br> These <br> Today

Mis our pleasure to-day to present our firsit SUIT SALE FOR 1924 Incidentally we might mention the flyet
that in point of perfection, these ssuits
 medium and dark mixtures. perffect
talloring and every littlo detail has hean
carefully considered in the construction of these Peerless Suits,
Wxith such Suits avilable, it is not
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 Results of Shorthand






 Stafford's
Phoratone Cough Cure

 Price: 35c. per bottle

 DR. STAFFORD \& SON,

# CLOSED <br> <br> OPEN SATURDAY, February 16th, $9 \mathrm{a} . \mathrm{m}$. <br> <br> OPEN SATURDAY, February 16th, $9 \mathrm{a} . \mathrm{m}$. Big. Clearance Sale BOOTS and SHOES! 

Of Ladies High and Low, Men's Black and Tan Goodyear Welt and Mckay's. Big variety in Boys' and Misses. We also have a real gift to offer you in Children's Blaek and Tan. Button and Laced, All goods have been placed on Bargain Counters. You are invited to attend this great sale and you will NOTICE in our DRY GOODS DEPT. placed on sale. Turkish Towels, 17 e each; Men's Fleece-lined Underwear, 86 c a garment; Ladies' brown Hose, 16e; Children's Coats, up to ten years, only \$2.48; Children's black Stockings, 11c pair; Children's Caps, 9c; Men's Winter Caps, 99c; Child's Waists, only 16c; Black Shoe Polish, 3c; Ladies' and Men's Shoe Laces, 2 pair for 5c; Men's Ties, 23e; 48 Tricolette Waists only $\$ 1.39$ : 500 Ladies' Rubbers, military heel, 29c pair; Ladies' Woolen Gloves, 19 c pair, and hundreds of other items you will find that will take your eye.

# The American Boot \& Shoe Store 

## 10 and 12 New Gower Street



## SPECIAL VALUE BOYS' OVERCOATS

STRONG, SERVICEABLE TWEEDS, IN STYLISH DESIGNS, PRICES RIGHT


## styecromen



## Cold WeatherNeeds

At Extremely Low Prices.

## English <br> Wool Blankets

Guaranteed all pure wool.
$\$ 8.50,10.50,11.50,13.00$
Men's VVinter Caps
Well made, snug fitting and warm
$1.40,1.50,1.90,2.00,2.50$ and 2.75
Men's Vool Gloves
Real Aberdeen Knit
Extra Good Value
68c pair

## Boys' <br> Sweater Coats

Dark Heather High Collars. All sizes, 24 to 32. Special Price, $\$ 1.38$

## STEER BROTHERS




Boot and Rubber Department


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\begin{aligned}
& \text { MENS LOW RUBBERS... } \\
& \text { MENS STORM RUBBERS. } \\
& \text { MENS BROWN RUBBERS }
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WOMEN'S RUBBER BOOTS . 3.50 WOMEN'S BUTTON GAITERS | WOMEN'S GAITER SPATS , 1.95 | WOMENS BUTION GAITERS |
| :--- | :--- | :--- | WOMENS VITALTTE INNERSOLES-25c. MEN'S- 28 c , pair. MENS HOCKEY BOOTS-Best quality, Regulation, just received. Regula

8.00. Now 6.95

| $\begin{aligned} & \text { GIRLS } \\ & \text { RUBBER BOOTS } \end{aligned}$ | $\begin{aligned} & \text { BOYS' } \\ & \text { RUBBER BOOTS } \end{aligned}$ | CHILDRENS Leather Leggings |
| :---: | :---: | :---: |
| Sizes 6 to 10 . . . 2.75 | Sizes 9 , to 13 . . . 2.95 |  |
| Sizes 11 to 2 . . . 3.30 | Sizes 1 to $52.85,3.90$ | Sizes 11 to 2 | BOYS KHAKI PUTTEES . . . . 1.45

Bedroom Slipper Soles . . 75c. and 95 c .
G. KnowLING, Ltol.

## NOW IN STOCK:

200 barrels SHORT-CUT, Glear 200 barrels FAT BAGK

AT A LOW PRICE
HARVEY \& CO., Limited
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## NAILS! SHOT!

Ex Sachem
Patent GalvanizedNails

1. $11-4$ to 7 inch

SHOT
ALL SIZES
Job's Stores, Ltd.


## OMIONS!! , Arrived ex. "Sachem" <br> 200 cases Silverpeel Onions

Price lower than previous shipments.
'Phone 264 George Ineal
Beck's Cove and Water Street

## BLACK DAZZLE BLACK DAZZALE

Ask all about him at the following Hardware
Stores, East to West: Job's stores Ldt, Martin-Royal stores, Eld, w. J. Clouston, Ltt, G. Knowling, Ltd, Ayre \& Sons,
Lid., Bowring Bros, Ltd.

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Which has stood "the test" for the last 80 years,
particularly in the Big Fires of 1846 and 1892 . Losses settled promptly and without the least
hitch Largest number of poliey holders in New. GEO. H. HALLEY, LMITED, Agents. P.O. Box 782.
ADBAIN BULDVEG

Just Arrived Another Cargo of WELSH ANTHRACITE COAL All Sizes
A. I. MURRAY \& CO., limilted,

Bowring Brothers, Limited,
FIRE INSURANCE DEPT.
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## CRANBERRIIS APPLES, EGGS, Etc.

To Arrive ExRosalind Monday Forenoon
and offering at Lowest Prices for prompt delivery

Cranberries, Boxes 101012 gals . ea.
"Winesap" Apples, Boxes
Selected Eggs, Cases 30 doz each Callornia "Sunkis" Oranges"

F. McNamara
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## BON MARCHE

 Bargains!

YOUR SUIT AND OVERCOAT

 fit and mimish guarantied.
W. P. SHORTAHL,


## Steer Bros.

* Just Arrived: 75 Cases STAPLE, STRONG PICKLES \& 25 Boxes BATH BRICK.
25 Kegs BREAD SODA
50 Kegs and Barrels WASHING SODA. 5 Cases EPSOM SALIS $-7-1 \mathrm{lb}$. Box, 1 1-oz. Pkg.
2 Cases MORTON'S POTATO 2 Cases MORTON'S POTATO FLOUR.
6 Cases MORTONS OLIVE OII. 2 Cases PURE GROUND CINNAMO
2 Cases PURE PIMENTO
1 Case PURE GROUND GINGER 2 Cases PURE BLACK PEPPER
1 Case PURE WHITE PEPPER 50 Bdls. Black and Galvanized SHEET
Phone 647 , or write for prices.


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