

Starting To-Morrow and Continuing For Two Weeks!

A SALE EXTRAORDINARY

OF

HATS AND COATS

St. John's Are Invited!

The stage is set--the merchandise--the values--the service--everything is in readiness to welcome the largest crowd that ever attended a sale in this City--Every Coat and Hat marked at give-away prices--Nothing reserved--Costs--Prices--Values disregarded to make this the most successful sale ever held in St. John's. YOU WILL BE GLAD YOU CAME



THE COATS

Coats any woman would be proud to wear because they combine style with a quality of fabric and tailoring usually associated only with much higher priced models. There are plaids, stripes, checks and plain materials in a great variety of Spring colorings--Every Coat is soft and light yet warm enough for any emergency.

Many ONE-OF-A-KIND among them for those ladies who desire individuality.

4.98 10.98 13.50 19.00 23.50

These are VALUES Indeed!

We have just opened a new shipment of

Bolivia & Twill Coats

priced low for this sale; newest styles.

Every Coat a new achievement of fashion --Every fashion an unusual achievement in price.

This is positively one of the greatest Coat opportunities ever offered the women of this City!



JACQUETTES.
FASHION'S FAVORITE.
Just the thing for wearing to and from work. Easily slipped on. Snappy looking and above all so low priced.
\$6.98
SEE THEM.



H
A
T
S



H
A
T
S



The season's most successful styles, the tiny cloches, trim tricornees, broad brimmed garden Hats of hair and lace, large Hats for semi-formal wear; also a range of Sport Felts.

1.65 2.48 2.98 3.25 3.85

What Woman or Miss would not like to have a Hat that she knows is distinctive --different--exclusive? And when she can get it with the savings that we offer --how can she resist the chance--it will be wise to COME EARLY.

Practically all the Hats shown are new arrivals, insuring double value--the newest authentic styles at the LOWEST PRICES

Over 900 HATS On Sale

DURING
THIS SALE
ALL SALES
FINAL

COHEN'S

MODERN EMPORIUM

THE STORE
ON THE
CORNER OF
BISHOP'S
BUILDING

The Embassy of Paris Fashions, Bishop's Building, 335 Water Street