

London, New York & Paris
Association of Fashion

All Roads Lead to the Greatest
Economy Event in the History
of the Country--

OUR

London, New York & Paris
Association of Fashion

6TH ANNIVERSARY SALE!

AN EPOCH-MAKING EVENT! :: THE SALE WITH A PUNCH!

Be sure and attend this SALE, no matter how bad the weather may be! And COME PREPARED to find the VALUES OF YOUR LIFE, for you'll get much more than you're looking for! Remember, that all the NEWEST SPRING APPAREL, from the Fashion Centres of the world is on display for, your choosing—at unbeatable Low Prices.

MORE THAN A SALE :: A CELEBRATION!

OUR SIXTH ANNIVERSARY SALE is a Feast of Values Unparalleled in Store-Keeping Annals--YOU are cordially invited

TO COME -- TO SHARE -- TO PROFIT

SIXTH ANNIVERSARY SALE of COATS

WE FIRMLY BELIEVE THAT NEVER . . . at any time . . . in ANY SALE . . . have COATS . . . as smart, as fine, as these . . . been offered at THESE Prices. Choose any one of the Hundreds of Models and you choose an UNPRECEDENTED value . . . at a TREMENDOUS SAVING!

9.98 12.98 19.95 \$27 \$33

Nearly 1000 Daringly Smart, New
Spring Coats and Sports Coats

are featured in these groups, their distinctiveness of style, their rich quality, their superior tailoring is recognizable at the first glance—all the New Models, Styles and Colourings—in fact we could not begin to describe the fine Cloths from which they are made; all Silk lined—and selling for as low as \$9.98!

Exclusive one-of-a-kind Coats

Masterly designed COATS, in the most luxurious CLOTHS—
Replicas of Exclusive Models. Here are COATS that will instantly appeal to those women who wish to be truly "Different"—one model is more intriguing than the other.

\$35
UP TO
\$45

Anniversary Sale of NEW SPRING SUITS

Here is your opportunity
to Buy your NEW SUIT
at a remarkable saving . . .
Great Special Purchases,
possible only because of
our tremendous buying
power—enables us to
bring these super values
to St. John's City Women.
BUY YOUR EASTER
SUITS NOW! And SAVE
MONEY . . .

\$15.98
\$20.00
\$23.00

Marvelous \$25.00
Suits
Tailored Suits, Costume
Suits, Sports Suits, Fancy
Suits, Boyish Suits—in
fact a collection of
SUITS that could not
possibly be improved for
diversity of selection.
Spring shades of Tan,
Grey, Check, Stripes, Na-
vy and Black . . .

\$30.00
\$35.00

SIZES FOR MISSES, WOMEN & STOUT SIZES

100
Spring
Coats
\$5.98

easily worth \$10.00.
All sizes
for Misses and Women.

1000
Children's
Rompers

Values at 75c.
Ages 1 to 7 years.

21c

INAUGURAL SALE!
1000
Polly Prim
Aprons
29c

More than an Apron; Bet-
ter than a House Dress.
Worn by over fifteen million
women throughout the U.S.
A. Made of finest quality
Checked Gingham, lace
trimmings, etc. All sizes—
worth fully \$1.00.

SPECIAL!

94

New Spring
Suits
\$8.98

All materials, shades and
sizes.

Skirts \$2.48
Sweaters 1.98
Bloomers 59c.
Waists 98c.
Underskirts 85c.
House Dresses 1.28
Middies 98c.

SALE of DRESSES

Nearly 1500 New Dresses Involved!!

Again, THIS STORE takes the foremost rank in Value-giving, by coming to the front with the GREATEST DRESS EVENT ever held in St. John's. It's a Great merchandising "Scoop," this ANNIVERSARY DRESS SALE, and the underpricing is the greatest in our history. Come early, regardless of weather—You need a new Dress for Easter.

\$7.98 \$10.98 \$16.50 \$20.00 \$27.00

THE COLORS:	THE MATERIALS:	SIZES for EVERYONE!
Blacks, Navys, Greys, Greens, Browns, Tans, Sands—and all the other newest shades.	Flat Crepes, Canton Crepes, Crepe Romaines, Roshanaras, Crepes, Poiret Twills, Taffettas, Silks.	MISSES' SIZES 14, 16, 18, 20. WOMEN'S SIZES 36, 38, 40, 42, 44, 46.

Dresses Distinctive--All One-of-a-Kind!

Captivating models for every occasion, all the new and different effects—Colors of Mole, Grey, Toast, Tan and Brick Dust—
models for all occasions. All sizes . . . \$33.00 up to \$42.50

Again Demonstrating Our Millinery Leadership!

A Sale 1000 Spring HATS

Hats for Misses	2.98	Newest materials and colors. Hats for ev- ery occasion. Clever new Poke Models, close-fitting and up- turning styles that are so fashionable and becoming. Off- the-face and matrons Hats—all the new trimmings.	6.50
Hats for Women	7.98		7.98
Hats for the Bobbed Hair Girls	3.98		8.48
IF IT'S NEW IT'S HERE.	5.98		
IF IT'S HERE IT'S NEW.			

BUY YOUR HAT IN THIS SALE AND SAVE!

JERSEY KNIT DRESSES, SWEATERS, AND JACQUETTES--SALE SUPREME!

JERSEY KNIT DRESSES.	SLIP-ON SWEATERS.	JACQUETTES.
Just opened a splendid as- sortment Jersey Knit Dress- es. All sizes and shades . . .	The widest assortment of New Spring Sweater wear ever shown. Real values . . .	Your wardrobe is not com- plete without one of these— all the new shades. Worth \$20.00
\$8.98	\$1.98, \$2.98	\$11.98

Sale Commences on Tuesday, April 8, at 9 O'clock sharp