

400 Boys' Hats Soft Felt and Linens 50c	380 Skirts Values at \$2.50. Checks, Linens, Percales, Summer colors all sizes 50c	LOOK, MOTHERS! 500 BOYS' Blouse Shirts Values up to \$1.00. Boys Shirts with collars attached; all sizes, very best materials 38c	Children's Panty Dresses Ages 2 to 8 years. Smart Ginghama, clever little models. 79c	Women's and Misses' Middies All sizes. Very best of materials; all well finished. Values at \$1.60 88c	Finest Quality Street Dresses Checked Ginghams, all the new shades; extra values. 2.98	House Dresses Finest quality. Values up to \$2.00 All sizes. 98c
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Skirts
Serges, Tricotines; extra values
2.98

Boys' Suits
Values up to \$3.00
Navy Serge, Peter Pan style; sizes 3 to 8 years
1.98

Boys' Wash Pants
Sizes 3 to 8
25c

Spring Coats
For Misses and Women.
Values at \$12
6.98

Prices Slashed on All High Grade SUITS-COATS-DRESSES

Thousands of Garments to Choose From!

4 .98 The Garment Sensation of the year. **6** .98 A Sale on a really colossal scale. **10** .50 Stretch the pay envelope by shopping here. **12** .98

Why waste time shopping around, when you can come here and choose from the biggest varieties, Biggest Style Range—at the Lowest possible Prices. Every style, material and size for Misses—Women and Stout Women

15 .95 No matter what you buy it elsewhere for, you always buy it cheaper here. **17** .95 Values Second to None. **28** .00 Don't Wait! Don't Hesitate! Buy Now! **32** .00

Extra Values AT COST AND LOWER

Waists
Cotton and Voile
50c

Dresses
Serges, Woolens, Tricolette
2.98

Waists
Canton Crepe, Silk, Dark colors.
1.98

Centre Pieces
Large size, splendidly finished.
69c

Children's Coats, 2.98

GREATER VALUE SALE

THE SECOND BIG WEEK OF WONDERFUL VALUE-GIVING AT THIS STORE! AN EVENT THAT IS ESTABLISHING A NEW RECORD FOR BARGAINS IN THIS CITY—A SALE PAYING BIG DIVIDENDS IN REAL SAVINGS ON WANTED, SEASONABLE, MERCHANDISE. DON'T MISS THIS OPPORTUNITY TO SAVE!

Largest Boys' Department in St. John's!

MOTHERS! Bring the boys to this Store—at all times the greatest assortments and biggest varieties in the city.

Boys' 2 Pair Pants SUITS
Materials and patterns that please. Sizes for every boy.

6.98 9.95 11.98

A Big Special Purchase 800 Boys' WASH SUITS

Values up to \$4.00
The very best materials only. Dozens of styles; various trimming effects; all sizes from 2½ to 8 years
1.65 & 2.20

Again Demonstrating Our Millinery Leadership!

Sale 500 New

HATS! HATS!

The Greatest Values!

New Sport Hats	2.98	All Popular Styles.
New Street Hats	3.98	All Wanted Colors.
New Dress Hats	4.98	All Newest Materials.
Every Hat New.	5.98	Effective Trimming.
If It's New		
If It's Here		
If It's New!		

BUY YOUR ENTIRE SEASON'S NEEDS IN THIS SALE!

MEN! Be "IN" on This Week's Great Savings

300 MEN'S SUITS

SAVE \$5.00 to \$15.00.

EVERY SIZE AND EVERY MATERIAL FOR EVERY MAN NO MATTER WHAT HIS BUILT.

Varieties—What man wants to select his clothes without having a variety to choose from? Come to this Store where you are assured of finding everything in Clothing that is made.

IT IS NO SECRET

This Store does the largest men's clothing business in St. John's. It is a well known fact that OUR PRICES ARE ALWAYS LOWEST. Buying in such enormous quantities enables us to buy cheaper and work on a very small margin of profit—thus saving thousands of dollars annually to men of St. John's and vicinity. SHOP HERE! IT PAYS!

Men's \$5 & \$6 Pants at 3.40, all sizes

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION