

GUARANTEE BOND WEEK!

Guarantee Bond

We guarantee the price of every garment to be the lowest in St. John's. If within 5 days it can be duplicated for less, we will refund the difference or return your money.

LONDON, NEW YORK AND PARIS ASSOCIATION OF FASHION.

Introducing a new era of security and absolute satisfaction to the Buying Public.

These guarantees eliminate any chance of dissatisfaction in any way on any purchases made at this store, and further — guarantees to the purchasers that they are receiving the very best values for their money that it is possible for them to secure.

Guarantee Bond

If this purchase does not please you in any way—bring it back and your money will be cheerfully refunded.—There are no "ifs", "ands" or "buts" about it—we stand solidly behind these guarantees.

LONDON, NEW YORK AND PARIS ASSOCIATION OF FASHION.

Be Wise! And Buy Your Clothing Where You are Guaranteed Satisfaction!

Beginning To-Day, We Will Establish a Ladies' Coat Sale

UNPRECEDENTED IN THE HISTORY OF THE RETAIL STORES OF THE COUNTRY.

To The Public:

FOR MISSES.
FOR WOMEN.
FOR STOUT
WOMEN.

COATS

ALL THE
NEWEST
SPRING
FASHIONS
AND SHADES.

It is a recognized fact that this store is the largest buyer of Ladies' Coats in Newfoundland. This advantage has brought us one of the greatest purchases in our career.

The smartest styles of the season offered at prices not likely to be duplicated anywhere—at any time. Values like these are certain to crowd our Store:

9.98 12.98 16.98

Coats of Distinction! Individuality!

PRICED LOWER THAN ANYWHERE ELSE IN THE CITY.

25.00 29.00 34.00 39.00

The finest Coats that high grade fabrics and expert tailoring can produce—every size—all shades with Black and Navy.

Embodying the Achievement of Style! All Charm and Glory of Colour.

Women's Ensemble and New Tailored Suits

THE KIND YOU LIKE BEST BUT AT THIS STORE'S FAMOUS LOW PRICES

Value at \$25.00

18.98

Value at \$30.00

23.98

Value at \$35.00

28.00

Value at \$45.00

33.50

The Style variety is practically unlimited, as is the choice of fabrics and the color range. The tailoring is superb and the styles are beautiful beyond description.

With every purchase that you make be sure

and ask for your Guarantee Bond, which is

YOUR GUARANTEE OF SATISFACTION!

**London, New York and Paris
Association of Fashion**

MEN! Select Your Spring Clothing At St. John's Largest Clothing Store

SPRING SUITS and TOP COATS

Assortments : Variety : Low Prices!

THESE ARE THE THREE DOMINANT REASONS WHY THIS STORE DOES THE LARGEST CLOTHING BUSINESS!

Our well-earned Leadership was never shown to better advantage before. Right now stocks are more complete and in greater variations than ever before. Thousands and thousands of garments are ready for your selection. Mr. Man! No matter what you have in mind, you are sure to find it included in our vast stocks; and at our famous low prices!

OUR PRICES SAVE YOU \$5.00 to \$15.00

15.00 19.75 24.75 32.00

ASK FOR YOUR GUARANTEE BOND

A Triumph in Value-Giving!

Newest Dresses

Specially Priced for This Sale

REGULAR SIZES—MISSES' SIZES—STOUTS.

Value at \$11.00

6.54

Value at \$14.00

8.98

Value at \$16.00

11.98

Value at \$20.00

14.98

Crepe-de-Chine—Satin—Charmeuse—Knitted Cantons—Flat Crepes—Poirots—Flannel—Twill. Everyone new—all extraordinary values—all the new Dresses with plenty of the new ensemble Dresses. Values that this Store has equalled but once before since 1917.

SHOWING THE GREATEST VARIETY OF

**Ladies' Blouses
and
Overblouses**

in all the newest shades and styles.

Prices: \$1.49, \$2.48, \$3.48, \$4.98, \$5.98, \$7.28