

SALE The "Jazz" Slip-on Sweaters 3.98

In a perfect riot of color—hundreds of novelty trimmings, laced front; some with ties, long and short sleeves. Fabric: Silk and Wool Jersey.

JULY SALES!

Couldn't crowd all the July Bargain Offerings for this week in any one newspaper advertisement; so in addition to the items featured here, bear in mind there are hundreds of other Specials that space prevents us from advertising. We have prepared for a record week—and, if you want to save money for the whole family, do your buying at THE LONDON-NEW YORK & PARIS ASSOCIATION OF FASHION this week.

Clearance of Ensemble Suits

Sold up to \$30.00
You should avail of this opportunity to own an ensemble suit.

\$22

Sold up to \$35.00
The most fashionable garments of the year at unprecedented savings.

\$24

Sold up to \$45.00
Six only in this group—one of a kind—sizes 36, 38, 40.

\$26

Broadcloth Waists 3.48

A magnificent collection—all newest styles—every colour and combination.

Final! All Girls' Coats at 1-3 to 1-2 Off

A Forced SALE!

Women--

To effect a Sweeping Clearance of our Stocks, we are sacrificing profits and offering these garments at about cost, at cost, and even less than cost.

All This Week

Hundreds of Garments—the season's best selling models! You wouldn't buy the materials in them for what they are now offered for.

SUITS

IN FOUR GROUPS.

8.⁹⁸ 12.⁹⁸ 18.⁵⁰ 25.⁰⁰

Final! All Ladies' COATS 1-3 to 1-2 Off

JULY IS DRESS MONTH

Dresses of every description involved—whether it is a Dress for the Junior or Miss—whether it is for mother, who wears a regular size or extra large size—whether it is a Wash Dress or Silk Dress, Street Dress, or a Party Dress, or a Dress for vacation wear—it's right here and you'll buy it for LESS!

SALE

900 Wash Dresses

1.⁶⁹ 2.⁹⁸ 3.⁴⁸ 3.⁹⁸ 4.⁹⁸

MATERIALS

Ginghams, Figured Lawns, Broadcloths, Ratines, Voiles, Dotted Swisses, Tissue Ginghams.

COLORS

Stripes, Tan, Pink, Blue, Rose, Greens and hundreds of colour combinations.

SIZES

Misses' 16 to 20. Women's, 36 to 42. Stout sized women, sizes 44 to 52.

New Silk Dresses

The most wonderful collection of Dresses ever exhibited in this City and at extraordinary Savings.

5.⁹⁸ 7.⁹⁸ 9.⁹⁸ 12.⁹⁸ 14.⁹⁸

18.⁵⁰ 23.⁰⁰ 25.⁰⁰

These are a few of the Fabrics:—Canton Crepe, Flat Crepe, Sport Silks, Roshanara Crepe, Georgetown, Oriental Prints, in newest styles for Sport, Street, Afternoon or Business wear.

MEN!

Here's Your Share for This Week:

SALE

200 Brand New

SUITS

"JUST IN TIME FOR REGATTA!"

Tweeds, Worsteds, Cassimeres, Serges, many Novelty Suitings. Forget your size—just put it up to us to fit you. There are Stouts, Shorts, Longs, every make and model.

PRICE RANGE—

Every Suit value in these Groups is one that will stand the supreme test of close comparison—both as regard to price and tailoring.

Super-Tailored SUITS

\$33.00 \$39.00 \$45.00
\$48.00

12.⁵⁰
17.⁹⁵
22.⁰⁰
29.⁰⁰

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.

LONDON, NEW YORK AND PARIS ASS'N OF FASHION

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.