

London, New York & Paris
Association of Fashion

FORMAL OPENING of

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NEW APPAREL FOR SPRING

**MOTHER! Little Daughter
Needs Her New Spring
Clothes.**

**GIRLS' DRESSES,
COATS, HATS**

New Spring Coats

Girls' New Spring COATS of Tan or Deer shades of Velour and Polaire Cloths, attractively styled, well made and lined throughout—New flare models. Ages 4 to 16 years.

\$4.98 up to \$12.98

New Dresses

A magnificent range of the New Spring DRESSES for the little and big girls—all the new shades and materials. All ages from 4 to 16 years, at

\$3.98 up to \$6.98

New Hats

The "little lady" will like these HATS, because they are smart—Probably she would say "good-looking." Mother will like them because they combine style with economy. Prices

\$1.98 up to \$3.98

New Skirts

As one who is an authority on style expressed it: "SKIRTS are as fancy as Blouses." So from the plain to the modified tier effects, you will find everything that is New and Smart in Separate Skirts for Spring.

Prices range at

All sizes for
Misses', Women and
Stout Women.

3.98 up to 6.98

**The Correct Styles for Spring and Summer
are Here!**

FASHION'S LATEST STYLE FANCIES FOR THE APPROACHING SEASONS ARE MOST CORRECTLY MIRRORRED IN THESE OPENING DISPLAYS—FASCINATING CREATIONS IN

**New Coats, Hats, Suits, Dresses,
Skirts, Waists**

and all New Apparel. While stocks were never more complete—yet there are always certain advantages to be gained by Shopping Early.

Formal Opening of the 1924 Spring Millinery Season!!

EXCLUSIVE AND DISTINCTIVE MODELS FROM MASTER DESIGNERS OF PARIS AND NEW YORK ARE EXHIBITED FOR YOUR APPROVAL.

FASHIONS that proclaim the Coming of Spring with a new distinctive note in each new Hat. There are Pokes with a sauciness that is decidedly new—and the jaunty yet demure Cloche—and an infinite variety of Turbans and Hats with rolling brims. Paris and New York have vied with each other in their designs—you will find an exhibit of striking original Hats. Prices range

\$3.98 \$4.98 \$5.98 \$7.50 \$9.98

Colors Galore! !—A riot of beautiful tones and shades that suggest Springtime Joy and freshness. You will love the new Poudre Blue—the Henna and Pheasant shades—Almond Green, Citron—with plenty of fashionable Navy and Blacks, of course. Hats for Misses', Hats for Women, Hats for the Bobbed head Girl, Hats for Matrons—in fact the most comprehensive showing of Millinery that it has ever been our good fortune to exhibit.

**Stout Women's
Apparel!**

SLENDERIZING COATS FOR LARGE WOMEN.

Simplicity is the underlying reason for the slenderizing effect accomplished by the straight silhouette and fabrics that lend themselves graciously to the slenderizing lines. All the new shades including Black. Sizes 44 to 56.

**Slender Line
Dresses for Stouts**

The New Spring Dress modes for stout women are delightfully varied and slenderizing to a notable degree. Materials of Canton Crepe, Crepe-de-Chine, Roshanara Crepe, Twills—all the new shades with plenty Blacks. All sizes from 42 up to 52.

**Jacquettes
or the New Short Coat**

The chic appearance and the comfort attached to the wearing of these COATS are the distinguishing features which make them a necessary part of every woman's wardrobe.

**All Samples at
\$12.98 up to \$16.50**

Jersey Suits

JUST OPENED—A very nice variety of JERSEY KNIT SUITS—in all the new shades. Your wardrobe will not be complete without one of these.

**Sensational Purchase and Sale
of Women's and Misses'**

NEW SPRING COATS

A SUPREME STYLE, QUALITY, AND VALUE EVENT THAT MAY NOT BE REPEATED THIS SEASON.

A Super array of the Season's most authentic modes for street, sport, travelling, dress and general utilitywear. Every one a brand new Spring style, shown for the first time—An event no St. John's woman can afford to miss. Prices range at

\$9.98, \$12.98, \$14.98, \$20, \$25

An Exceptional Opportunity!

There are sufficient models, colors, and fabrics to more than please every Woman and Miss who desires to buy a New Spring COAT at a remarkable saving.

Exclusive One-Of-A-Kind Coats

A very splendid assortment of Exclusive COATS—Just opened and are now ready for your inspection. All the new style findings, shades and materials. All sizes.

SALE!—Women's and Misses' New

SUITS

Poirot Twill Suits

**Tweed Suits : Plaid Suits
Box Coat Suits, Tailored Suits
Embroidered Suits**

IN FACT THE SEASON'S ENTIRE NEW SHOWING of SUITS—combining everything new and desirable in the way of Style, Fabrics, Trimmings and Colors will be found in this extraordinary SPRING SHOWING. We secured them at the greatest savings—and we feel safe in saying they are the BEST VALUES ever offered at the start of a season.

**\$14.98, \$20.00, \$25.00
up to \$39.00**

SUITS FOR MISSES', WOMEN AND STOUT WOMEN.

1500 Marvelous SPRING DRESSES

**Business Dresses, Afternoon Dresses,
Street Dresses, Dinner, Sports
and Party Dresses**

All that's New—all that's Desirable—is here in correct models, superior materials and finest tailoring. Adorable Frocks and Dresses for all Spring and Summer occasions.

MATERIALS:

Satin Crepe Dresses.
Crisp Taffetas.
Crepe-de-Chines.
Georgette Dresses.
Roma Crepe Dresses.
Canton Crepe Dresses.
Roshanara Crepes.

THE STYLES:

Straight Models.
Wide Circular Skirts.
Side Drapes, Panels.
Scalloped Skirts.
Dainty Tucked Models.
Tight Bodice Effects.
Smart Bouffant Frocks

THE COLORS:

Navy—Black.
Tan—Grey.
Brown—Green.
Rosewood.
Henna—Blue.
Olive—Rust
Combinations.

WOMEN'S, MISSES' AND EXTRA SIZES—16 to 52.

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