

New Spring BLOUSES

So Fresh and New! So Stylish!

Just the thing to freshen up your Wardrobe, one of these lovely Crepe De Chine or Tricosham Waists. Many with long or short sleeves and very well finished. Plain colors and attractive color combinations. A splendid assortment of sizes—including plenty of stout sizes.

\$2.48

and

\$4.98

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION

New Merchandise Bought for Cash

Our Buyers were sent into the markets with instructions to Buy for Cash quantities of New Merchandise of our Quality and Style Standard—at Prices that would give the people of St. John's UNPRECEDENTED SAVINGS. The first AVALANCHE of SUPER-BARGAINS is now ready. New Specials every day—on New Spring Merchandise—showing savings that will not be possible when the season actually begins!

Important to our Out-of-Town Patrons: Mail Orders Accepted

In answer to the repeated requests of our Out-of-Town Customers, we have inaugurated a Mail Order Department, which enables us to give you the same Guaranteed Service and Satisfaction by mail, that you would receive on making a personal visit to our Store. All Mail Orders must be accompanied with remittance, to cover. Money will be refunded if merchandise is not suitable and returned. Mail us your orders, and Save—Satisfaction guaranteed.

NEW SPRING STOCKS!



Polo and Tweed SAMPLE COATS

A SAMPLE SHIPMENT ONLY OF FINE

Polaire and Sports Tweed Coats

embracing all the new lines of the Spring Season—and warm enough to be worn right now.

\$13.98 up to \$20.00

As there are a very limited number, early inspection is advised.

JACQUETTES

OR SHORT COATS

now so popular—and so smart and practical for Spring wear. They are splendidly tailored of Beige—Brown, Grey or Loam—All one-of-a-kind—Samples.

New SPRING Sample HATS

A MARVELLOUS COLLECTION—
EXPRESSING THE LAST WORD FOR SPRING!

The newest and most exclusive of Spring Millinery is here for your choosing. Two Hundred Hats, mostly one of a kind. The assortment is so diversified, offering such an unusual selection of the most authentic Millinery for all occasions, that you will marvel at the opportunity of Saving so substantially on the Season's Millinery Needs.

EARLY ATTENDANCE MEANS UNUSUAL CHOICE.
SHOP EARLY!

We are Ready with Our First Big Sale

New Spring DRESSES

And because of the Special Concessions granted us by Manufacturers, who were anxious to push early Spring Dress Business, we can offer to our customers undreamed-of Savings!

Prices range as Low as **\$5.98**

MATERIALS

Satin Cantons.
Canton Crepes.
Taffetas.
Georgettes.
Misses Sizes
14 to 38.

Poirot Twills.
Roshanaras.
Tricotine.
Women's Sizes
38 to 44.

ALL OCCASIONS

Models for Street,
Afternoon, Party,
or Evening Wear,
or for
Informal Occasions.

New Spring Samples in Tweed Suits

12 Samples only, and everyone well worth your inspection.

Skirts

An entire range. All the new Spring materials and shades—all sizes, including Stouts

\$3.98

up to
\$7.98

Fine Knitted Suits

New Spring Styles: Buff, Brown, Grey. Sizes 36 to 44

\$10.98

WOMEN!! Drastic Garment Clean-Up!

IF YOU CAN USE A WINTER COAT OR SUIT, YOU CAN NOW BUY IT AT 40 TO 60 CENTS ON THE DOLLAR—WE ARE CLEANING UP THE FINEST WINTER GARMENTS IN THE HOUSE DURING THE NEXT FEW DAYS.

Every Winter Suit | At 40 to 60c
Every Winter Coat | on the \$1

MEN! Any OVERCOAT in the Store

--ALL OUR GOOD MAKES INCLUDED--At 40 to 60c on the Dollar. Lucky are the Men who now need a Winter Coat --for here are values impossible at any other time of the year

London, New York and Paris Assoc. of Fashion

SALE of

STOUT DRESSES

STOUT SIZES—42 to 56.

\$14.98

The most Sensational Sale of its kind ever held here. Every Dress made as extra sized Dresses should be made—with ample arm-holes, loose waists, full sleeves and roomy, straight-line Skirts. Qualities in every instance superb.

Stout women should not miss this opportunity to supply their Spring Dress needs.