

Thousands of Dollars' worth of Fresh, New, Seasonable Merchandise bought at tremendous reductions—sold at prices that in all probability will never be equalled. A Mammoth Value Giving BARGAIN FESTIVAL. Come every day, the more you buy the more you save.

**Commencing on Thursday,
March the 27th, at 9
O'clock Sharp**

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION

GRAND OPENING

BARGAIN BASEMENT!

A great event in every meaning of the word. A Sale for every thrifty family in St. John's and vicinity. Owing to the unprecedented values offered, no Mail, Phone or C.O.D. orders can be filled. All sales final. Come early. Entrance through main floor.

**Commencing on Thursday,
March the 27th, at 9
O'clock Sharp**

All Day Specials!

Values so extraordinary that in spite of Generous quantities—we cannot guarantee just how long lots will last. To avoid disappointment—Shop Early!

Waists Crepe-de-Chine, Taffetta, Tricolette, Canton Crepe. Values at \$4.00 **1.98**

Skirts Values at \$6.00. New Sports and Serge Skirts, in Plain and Pleated Models. **3.48**

Costumes Values at \$15.00. In Tweeds, Serges, Velours. Sizes 16 up to 36. **5.98**

House Dresses Magnificent new House Dresses Worth up to \$2.50. Only **1.29**

Gingham Dresses Every Dress Fresh, New, Crisp and Clean. A Festival of Bargains. **2.00**

Children's Gingham Dresses Ages to 14 years. Best quality Check Gingham. **98c**

Girls' Middies Values at 2.00. - - - Only **98c**

Ladies' Rubberette Coats All sizes - - - **6.98**

BARGAIN BASEMENT

NEW SPRING COATS

**1000 NEW COATS Opened for This Sale
For Women, Misses and Stylish Stouts**

WE POSITIVELY GUARANTEE EVERY COAT IN THE LOT TO BE WORTH FROM \$5.00 TO \$10.00 MORE.

Priced so low that **\$5.98** An unmatched **\$10.50**
Women will buy two Low Price that
and even three. Defines Comparison.

Come Early!
New Overplaid—New Polaires—Smart new Stripes—Scores of Sport Fabrics. Just think of it! A BEAUTIFUL NEW SPRING COAT, fashioned just like the modern high-type garments that sell for two and even three times as much!

NEW SPRING DRESSES

FIVE FULL RACKS—ALL THE NEW SPRING STYLES

\$1 \$5.98 \$7.98 \$8.98

SIZES—16, 18, 36 and 38 ONLY

Values at \$6.00. **Serges—Tricotines—Poiret Twills** All Smart New Styles.
40 only in this lot. Sizes 16 to 38 only. Never again may we be able to offer such beautiful DRESSES at so moderate a price.
Fine Crepe-de-Chines. Such quality never before priced so low. What woman can afford to deny herself a charming new SPRING DRESS when these are priced so low?

Shop Early!

9 to 11 O'clock Specials!

Sensationally Priced. Crowds will undoubtedly respond—Come early!

900 Pillow Cases

Guaranteed Values at 90 Cents Each. — 3 to each customer — Made of very best materials—extraordinary values. **25c**

400 Ladies' Undervests

Guaranteed Values at 80 Cents. Ladies' Fleece Lined Undervests—All sizes. **35c**

Towels All Sold!

500 Pairs **White Cashmere Gloves** Values up to 80 cents. Splendid quality—Some slightly damaged. Per Pair **5c**

Ladies' Knitted Suits \$5.98

Sweaters Values at \$3.00. New Spring Sports' Sweaters **\$1.98**

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION

Rio Girls Desert Beaches

on the part of the police, the thousands who enjoy the splendid surf bathing on this city's beautiful beaches have been submitted to new and severe regulations. The new rules are especially irksome to those youths and maidens who feel that they have no reason to complain of nature's handiwork.

A considerable number of bathers have been rudely yanked from the beach because they tried to get by with "one piece" bathing suits. In addition to paying fines, they were obliged to promise to wear them below the knee hereafter.

The frequenters of one fashionable beach were indignant at the new restrictions, and planned an unique protest. They agreed to go for their morning plunge on a certain day, the men being dressed in frock coats and high silk hats, and the women in their demurest day dresses. This scheme was accompanied by a campaign of publicity.

The police checked this move also prohibiting the demonstration. The organizers of the protest then sought a court injunction against the police to enable them to bathe in their silk hats and everything if they wanted.

The court ruled, however, that the police were within their rights because the purpose of the protest was to ridicule established authority.

As a result of the dispute, the sea waves now wash Rio's beautiful beaches in lonesome monotony.

MORRIS'S LINIMENT FOR CORNS