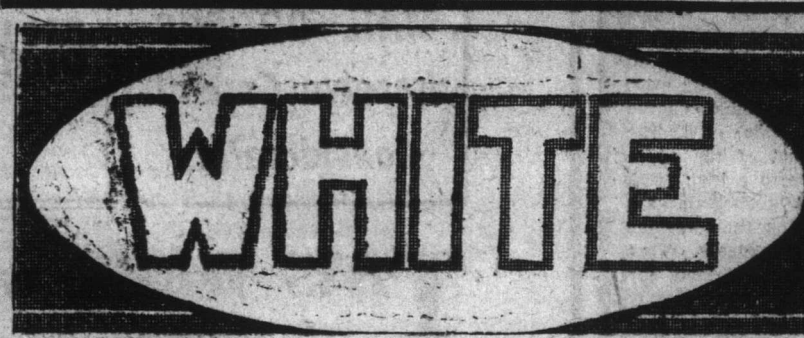


The Great Annual

JUNE
JULY

SALE



VALUES FOR EVERYBODY--Brisk Buying



Men's Shirts

All kinds of Shirts for men and Boys—coloured stripes as well as White—are reduced in price for this Sale.

Men! this is your chance to stock up on Shirts.

Negligee Shirts.

Assorted fancy stripes, soft guys; all sizes; fine quality Cottons.

Reg. \$2.00 each for	..	\$1.50
Reg. \$2.25 each for	..	\$1.95
Reg. \$2.75 each for	..	\$2.45
Reg. \$3.25 each for	..	\$2.95
Reg. \$3.50 each for	..	\$3.15
Reg. \$4.25 each for	..	\$3.55

White Tunic Shirts.

Stiff cuffs; size 14 to 16; plain and self stripes.

Reg. \$1.60 each for	..	\$1.45
Reg. \$2.00 each for	..	\$1.90
Reg. \$2.75 each for	..	\$2.45
Reg. \$3.25 each for	..	\$2.95
Reg. \$4.20 each for	..	\$3.75

Balbriggan Underwear.

Vests and Pants in all sizes. Reg. \$1.50 garment for. \$1.25

Striped Flette Pants.

Assorted colors; Linen neckband. Reg. \$3.25 each for. \$2.95

White Dress Bows.

Fine Cambric; elastic fasteners. Reg. 12c. each for. 10c.

Men's White Cotton Nightshirts.

Sizes 15, 16, 17; with and without collars. Reg. \$2.25 each for. \$1.95

Boys' Cream Flette Shirts.

Size 12. Reg. \$2.35 for \$2.05

Boys' Rubber Collars.

Reg. 25c. each for. 21c.

Men's Collars.

Rubber and Celluloid; all sizes. Reg. 40c. each for. 35c.

Men's Straw Hats

Smart Boater shapes; black ribbon bands; all sizes; cushion fitting bands inside.

Reg. 95c. each for. 85c.

Reg. \$1.30 each for. \$1.15

Reg. \$1.80 each for. \$1.65

Reg. \$2.80 each for. \$2.70

Reg. \$3.75 each for. \$3.55

White Linen Hats.

In all sizes. Reg. \$1.45 each for. \$1.30

Boys' Linen Hats.

White, trimmed with Green, round turn-up rims. Reg. \$1.25 each for. \$1.14

Reg. \$1.45 each for. \$1.30

Men's White Handkerchiefs.

Excellent; Mercerized finish. Reg. 55c. each for. 48c.

Reg. 75c. each for. 65c.

Men's Tennis Shoes

Strong Wht. Duck Shoes, rubber soles of superior quality; all sizes. Reg. \$1.80 pair for. \$1.62

Youths' Tennis Shoes.

Sizes 12 to 2; White Duck. Reg. \$1.65 pair for. \$1.44

Ladies' Tennis Shoes.

Reg. \$1.50 pair for. \$1.35

Reg. \$2.00 pair for. \$1.90

Reg. \$2.95 pair for. \$2.66

White Canvas Oxfords.

Low and flat heels, rubber soles. Reg. \$3.95 pair for. \$3.55

Reg. \$4.20 pair for. \$3.75

Child's Canvas Shoes.

Elk soles; sizes 6 to 2. Reg. \$1.85 pair for. \$1.67

Reg. \$2.10 pair for. \$1.89

Reg. \$2.30 pair for. \$2.07

—It doesn't take the women of St. John's long to find out a good thing.
—They have read our announcement of this Sale.
—They have come down to the Store and found that the values are better than they ever dreamed they would be.
—They found every department packed with "good things" marked at prices that are really low.
—Is it any wonder that this Sale up to date has been a wonderful success?
—The point right now is—

There are plenty of values for everybody concerned, but the early buyer gets the best choice.

A Rare Chance to Save Money on Children's Wear

Pay an early visit to this Department, because it is just here and now that you can affect real savings on all Children's Wear.

Pinafores.

White Muslin, plain and fancy; sizes from 18 in. lengths to 24 in.

Reg. 55c. each for. 44c.

Reg. 65c. each for. 52c.

Reg. 75c. each for. 60c.

Reg. 90c. each for. 72c.

Reg. \$1.10 each for. 88c.

Reg. \$1.25 each for. \$1.00

Reg. \$1.40 each for. \$1.12

Reg. \$1.70 each for. \$1.35

Child's White Dresses.

Of Embroidery and Muslins in dainty designs; in sizes to fit children of all ages.

Reg. \$2.25 each for. \$1.90

Reg. \$2.75 each for. \$2.30

Reg. \$3.25 each for. \$2.60

Reg. \$3.50 each for. \$2.90

Reg. \$4.50 each for. \$3.75

Reg. \$5.50 each for. \$4.50

Reg. \$6.75 each for. \$5.62

Reg. \$7.20 each for. \$5.95

Reg. \$9.75 each for. \$8.25

Middy Dresses.

In White Jean for children of 6 to 14 years.

Reg. \$5.25 each for. \$4.30

Reg. \$5.50 each for. \$4.50

Reg. \$6.00 each for. \$4.95

Reg. \$7.00 each for. \$5.75

Reg. \$7.75 each for. \$6.25

Reg. \$9.50 each for. \$7.92

DAINTY UNDERWEAR at Sale Prices

Huge stocks of Snowy White Underthings, with here and there a touch of dainty Pink or Sky! It is a sight to gladden the feminine eye. A glance at the prices and qualities will convince you that this is a great chance to save money.

Buying now, your needs for the Summer, will be one of the wisest acts of your life—for these Sale Prices can scarcely be matched later on in the year.

White Cambric Camisoles

In all sizes; pretty embroidered and lace trimmed effects.

Reg. 60c. each for. 49c.

Reg. 80c. each for. 64c.

Reg. \$1.00 each for. 80c.

Reg. \$1.10 each for. 88c.

Reg. \$1.20 each for. 96c.

Reg. \$1.50 each for. \$1.25

Reg. \$1.70 each for. \$1.45

Reg. \$1.85 each for. \$1.60

Reg. \$2.00 each for. \$1.80

Reg. \$2.75 each for. \$2.50

White Cambric Knickers.

Reg. \$1.10 pair for. 88c.

Reg. \$1.30 pair for. \$1.04

Reg. \$1.40 pair for. \$1.12

Reg. \$1.90 pair for. \$1.52

Reg. \$2.75 pair for. \$2.50

Reg. \$3.00 pair for. \$2.50

Envelope Chemises.

White Cambric; lace trimmed.

Reg. \$1.60 each for. \$1.35

Reg. \$1.85 each for. \$1.50

Reg. \$2.25 each for. \$1.90

Reg. \$2.50 each for. \$2.05

White Brassiers.

Of fine White Cambric; lace and embroidery trimmed; sizes 32 to 44.

Reg. 80c. each for. 64c.

Reg. 90c. each for. 72c.

Reg. \$1.10 each for. 88c.

Reg. \$1.25 each for. \$1.00

Reg. \$1.35 each for. \$1.12

Reg. \$1.75 each for. \$1.35

White Cambric Underskirts.

Reg. \$1.80 each for. \$1.45

Reg. \$2.10 each for. \$1.65

Reg. \$2.40 each for. \$1.95

Reg. \$3.00 each for. \$2.50

Reg. \$3.75 each for. \$3.15

Reg. \$4.25 each for. \$3.55

Reg. \$4.75 each for. \$3.95

Reg. \$5.25 each for. \$4.35

Reg. \$5.75 each for. \$4.75

Reg. \$6.25 each for. \$5.15

Reg. \$6.75 each for. \$5.55

Reg. \$7.25 each for. \$5.95

Reg. \$7.75 each for. \$6.35

Reg. \$8.25 each for. \$6.75

Reg. \$8.75 each for. \$7.15

Reg. \$9.25 each for. \$7.55

Reg. \$9.75 each for. \$7.95

Reg. \$10.25 each for. \$8.35

Reg. \$10.75 each for. \$8.75

Reg. \$11.25 each for. \$9.15

Reg. \$11.75 each for. \$9.55

Reg. \$12.25 each for. \$9.95

Reg. \$12.75 each for. \$10.35

Reg. \$13.25 each for. \$10.75

Reg. \$13.75 each for. \$11.15

Reg. \$14.25 each for. \$11.55

Reg. \$14.75 each for. \$11.95

Reg. \$15.25 each for. \$12.35

Reg. \$15.75 each for. \$12.75

Reg. \$16.25 each for. \$13.15

Reg. \$16.75 each for. \$13.55

Reg. \$17.25 each for. \$13.95

Reg. \$17.75 each for. \$14.35

Reg. \$18.25 each for. \$14.75

Reg. \$18.75 each for. \$15.15

Reg. \$19.25 each for. \$15.55

Reg. \$19.75 each for. \$15.95

Reg. \$20.25 each for. \$16.35

Reg. \$20.75 each for. \$16.75

Reg. \$21.25 each for. \$17.15

Reg. \$21.75 each for. \$17.55

Reg. \$22.25 each for. \$17.95

Reg. \$22.75 each for. \$18.35

Reg. \$23.25 each for. \$18.75

Reg. \$23.75 each for. \$19.15

Reg. \$24.25 each for. \$19.55

Reg. \$24.75 each for. \$19.95

Reg. \$25.25 each for. \$20.35

Reg. \$25.75 each for. \$20.75

Reg. \$26.25 each for. \$21.15

Reg. \$26.75 each for. \$21.55

Reg. \$27.25 each for. \$21.95

Reg. \$27.75 each for. \$22.35

Reg. \$28.25 each for. \$22.75

Reg. \$28.75 each for. \$23.15

Reg. \$29.25 each for. \$23.55

Reg. \$29.75 each for. \$23.95

Reg. \$30.25 each for. \$24.35

Reg. \$30.75 each for. \$24.75

Reg. \$31.25 each for. \$25.15

Reg. \$31.75 each for. \$25.55

Reg. \$32.25 each for. \$25.95

Reg. \$32.75 each for. \$26.35

Reg. \$33.25 each for. \$26.75

Reg. \$33.75 each for. \$27.15

Reg. \$34.25 each for. \$27.55

Reg. \$34.75 each for. \$27.95

Reg. \$35.25 each for. \$28.35

Reg. \$35.75 each for. \$28.75

Reg. \$36.25 each for. \$29.15

Reg. \$36.75 each for. \$29.55

Reg. \$37.25 each for. \$29.95

Reg. \$37.75 each for. \$30.35

Reg. \$38.25 each for. \$30.75

Reg. \$38.75 each for. \$31.15

Reg. \$39.25 each for. \$31.55

Reg. \$39.75 each for. \$31.95

Reg. \$40.25 each for. \$32.35

Reg. \$40.75 each for. \$32.75

Reg. \$41.25 each for. \$33.15

Reg. \$41.75 each for. \$33.55

Reg. \$42.25 each for. \$33.95

Reg. \$42.75 each for. \$34.35

Reg. \$43.25 each for. \$34.75

Reg. \$43.75 each for. \$35.15

Reg. \$44.25 each for. \$35.55

Reg. \$44.75 each for. \$35.95

Reg. \$45.25 each for. \$36.35

Reg. \$45.75 each for. \$36.75

Reg. \$46.25 each for. \$37.15

Reg. \$46.75 each for. \$37.55

Reg. \$47.25 each for. \$37.95

Reg. \$47.75 each for. \$38.35

Reg. \$48.25 each for. \$38.75

Reg. \$48.75 each for. \$39.15

Reg. \$49.25 each for. \$39.55

Reg. \$49.75 each for. \$39.95

Reg. \$50.2