

NEW CUSTOMERS!

ess! We have been months in planning this big celebration with an aim to set new selling records. Loads of new Summer goods are here--every floor and every department is ready! This Sale is a buying opportunity of unusual money-saving importance to you, and WE ARE EMPHATIC IN OUR STATEMENT THAT THE BARGAINS OFFERED WILL BE OF THE VERY BEST.

SALE NOW AT ITS HEIGHT

EXTRAORDINARY
SALE
WHITE PETTICOATS
Fine Sateen.
Easily worth
\$1.50
69c

MOTHERS! LOOK!
**Children's Voile and
Gingham
DRESSES**
Ages 8 to 14
years.
98c. and
Very best
Quality.
1.20

**1200 Children's
BLOOMERS**
Very Best Quality.
Worth treble.
29c
Ages
6 to 10 years.

**180 Tricosham
DRESSES**
The kind that have made
this Store famous.
Values up to \$10.00.
2.98

**Ladies' Jersey
SWEATER SUITS**
Values at \$12.00.
4.98

A Sale that will
Cause a Riot in
our Men's Dept.

SALE
**1000 Men's
Top Shirts**
98c

Fancy Soft Shirts, good quality Percale or Cord Madras. Full assortment of patterns to choose from. NOT JOBS, but regular stock, sizes 14 to 17. You will buy your season's requirements when you see these.

LOOK, MOTHERS!
**600 Boys' Blouse
Shirts**
Values up to 1.30
39c
Pretty Patterns, Colors and Designs.
Boys' Blouses or Blouse Shirts, all occasions.
Sizes 7 to 14 years

MEN! THURSDAY THE GREATEST
OF OUR
CLOTHING SENSATIONS!
Search the City and You'll Find Our Values Unequalled.

450 NEW SUITS
That formerly sold up to 34.00, in a big variety of Fine Patterns.
MEN! We feature a SPECIAL LOT of WONDERFUL SUITS at a price—\$21.95—that will take your breath away. This is one of those Value-giving Demonstrations that will make every St. John's Man respond who appreciates what it means to save on good clothing.
21.95

MEN! Think What You Save--You Can't Beat It.

1,500 Boys' Suits
AT SAVINGS OF OVER 30 PER CENT.
WE HAVE JUST MADE THE MOST SPECTACULAR BOYS' SUIT PURCHASE OF OUR CAREER—OVER 1,500 BOYS' SUITS BOUGHT AT TREMENDOUS SAVINGS—AND NOW OFFERED TO YOU. CHOOSE FROM LARGER SELECTIONS AND LOWEST PRICES. AGES: 9 TO 18 YEARS.
5.75 7.80 9.98 11.98 13.98
ALL WITH TWO PAIRS OF PANTS.

Small Boys' Suits
AGES—3 to 8 YEARS.
Best Wash Suits . . . 1.65 & 1.98
Boys' Wash Suits 89c
Boys' Serge Suits 2.98
Boys' Tunic Suits 4.98
Boys' Best Navy Sailors . . 5.98
Boys' Tweed Suits 3.98

**Bargain
Basement
Specials!**

**150
Ladies' Velour Coats**
Values up to \$12.00. All Sizes **4.48**

Skirts
A Sensational Value of
Summer Wash Skirts; all shades . . **50c**

Guimps
Checks and Plaids, in nice fine
Worsted **98c**

Rubberette Coats
Very best quality. **6.98**

Ladies' House Dresses
1.29
Finest Quality Gingham.

Middy Blouses
Cotton Middies; all shades and sizes **49c**
IF EVER YOU ATTENDED A SALE IN YOUR LIFE, YOU WILL ATTEND THIS ONE.

ASSOCIATION OF FASHION