

A \$30,000.00 STOCK AT BANKRUPT SALE PRICES

This Epoch-Making Sale
COMMENCES ON
THURSDAY, JUNE 4th
AT NINE O'CLOCK SHARP.
DO NOT FAIL TO ATTEND!

THE FAIR Stages Spectacular Bold Price-Butchery. An event that screams with drastic under-pricings. Values so rare that they make all other Sales look where electricity was fifty years ago. You have undoubtedly received big values before—But . . . this Sale sounds the death knell of all past performances and starts a new era of unmatched values

GET READY!

Line Up for the Opening Hour—9 a.m. Thursday

THIS SALE Will Arouse St. John's
THE BIGGEST VALUES! THE FINEST QUALITIES AND THE GREATEST VARIETIES EVER OFFERED, ON SALE Beginning Thursday Morning AT NINE O'CLOCK.

Men's & Ladies' Clothing Prices Touch Bottom Here

OVER 8,000 HIGH CLASS SUITS, COATS, DRESSES, SKIRTS, HATS, ETC., FOR WOMEN—AND HUNDREDS OF SUITS, COATS AND PANTS FOR MEN ARE INVOLVED. THIS IS PROBABLY THE LARGEST AND MOST IMPORTANT PURCHASE OF FINE GARMENTS EVER MADE BY ONE RETAIL STORE IN THIS CITY. WE BOUGHT THEM AT A FOURTH TO A HALF OFF, AND WE ARE TURNING THEM OVER TO OUR CUSTOMERS ON THE SAME BASIS

WE COULD HAVE MARKED ALL THESE PURCHASES AT REGULAR PRICES AND CASHED IN ON THE SAVINGS WE MADE—BUT THAT IS NOT THE WAY OF THIS STORE. WE SELL AS WE BUY! AND SO WE ARE SHARING, NOT ALONE ALL THE SAVINGS ON THESE EARLY PURCHASES, BUT WE ARE SHARING PART OF OUR REGULAR LOW PROFIT AS WELL. THUS EVERY FAMILY IN THE COUNTRY IS AFFORDED THE OPPORTUNITY TO SUPPLY IT'S NEEDS FOR THE ENTIRE SPRING AND SUMMER SEASON, AT PRICES CUSTOMARY ONLY AT THE END OF A SEASON. READ OPPOSITE PAGE

A MOST SPECTACULAR VALUE-GIVING SALE!

500 NEW TRIMMED HATS

Delightful shapes and shades for Summer—Quite the last word in smartness.

Hats for Misses.	3.95	When you see these Hats
Hats for Women.	4.95	you will agree with us that
Hats for Matrons	5.95	not one hat in the entire lot
Large Hats.	6.95	worth less than double.
Small Hats.		
Colors:		
Black, White,		
Indian Orange,		
Henna, Sand,		
Crabapple,		
Navy.		

Sensational Ladies' DRESS SALE

Not one Dress in this lot worth less than \$10.00—quantity limited. All sizes. **3.98** None to dealers. No Mail Orders. One to each customer.

Look! Brand New DRESSES

OF THE BETTER KIND.

Dresses worth \$20.00 \$25.00 \$30.00 and \$35.00, all at **16.95** All one of a kind and absolutely good value at double. Ladies! This is the most extraordinary Dress purchase ever made. A MIRACLE DRESS SALE like this comes once in a great while. Women who have not attended a Sale in years will come to this one

THIS EVENT WILL ESTABLISH A LADIES' COAT SALE UNPRECEDENTED IN THE HISTORY OF THE RETAIL STORES OF THE COUNTRY.

NEW COATS

Over 400 Brand New Coats, the smartest styles of the season offered at prices not likely to be duplicated anywhere—at any time.

Coats Worth Up to \$20.00	Coats Worth Up to \$28.00	Coats Worth Up to \$38.00	Coats Worth Up to \$46.00
12.75	15.75	25.75	29.80

SIZES FOR MISSES—FOR WOMEN AND STOUT SIZES.

Make no mistake about this COAT SALE. Every Coat value in these Groups represents savings of 40 to 60 per cent. to you. See them! You be the Judge!

**339
WATER ST.**
3 Doors West of
Bishop's Cove

THE FAIR

**339
WATER ST.**
Formerly
Bishop's Dry Goods