

All transactions with Alex Lesser's Cash and Credit store are carried on in the highest-grade manner possible. No embarrassments or loss of dignity are suffered by our customers.

Why wait to save up ready cash, when you can buy the nations' most famous

Leading Brands

Of Ladies' and Men's, Boys' and Girls' Clothing From Alex Lesser

For \$ 1.00 Ind a Small a Week

STORO (STORO STORO STORO STORO STORO

0000

Your neighbor who happens to be more fortunately situated financially than you are need have no advantage over you when it's a question of securing good clothes.

If you require credit this season, remember thousands of intelligent people use Lesser's Credit System regular and find it most economically and pleasant method of purchasing, and you are entitled purchasing here to the same courtesy and time-securing merchandise as a cash customer.

Come in today and let us show you why we have been able to develop into St. John's leading credit house.

Opposite Opera House.

ALEX. LESSER'S Cash and Credit Store 210 Union Street

Alex Lesser has credit control of the leading clothing brands in Canada and sells them to you on his Easy Credit System of a Dollar a Week and a Small Deposit.

0.0101

IN THE HEART

Noxoxoxoxoxox

Blouses 16 STORES IN CANADA

Sparkling Eyes

Are Focussed on a Dainty Morsel

10 KING'S SQUARE

Wee Noses

Have Detected a Great Delicacy

Attentive Ears Listen

to Praises of

OWANS

MAPLE BUDS

The Dainty Solid Chocolate

Hungry Mouths,

Gentle Reader, await the

MAPLE BUDS

for which

Little Hearts Long

Don't Disappoint Them

Take Home Some



'Phone Main 2909.