9 TO 11 O'CLOCK SPECIALS!

Women's Black Silk Faced Hosiery

VALUES AT \$1.20 PAIR. 30C per pr. QUALITY. ALL SIZES.

London, New York and Paris Assoc. of Fashion

TO 11 O'CLOCK SPECIALS!

rs Child's Bloomers

WHITE LINEN 18c

Five Years of Successful and Enviable Merchandising Service!

When we plan an event like this we prepare with the merchandise to meet your expectations. Here under one roof are assembled such vast assortments of Spring Apparel, products of manufacturers the world over, that it can really be termed a Style Exposition.

By reason of our enormous buying power we were able to obtain Price Concessions impossible to smaller buyers, with the result that Right Now, when the demand for Spring Apparel is at its height, and most stores are getting Top Prices, we are able to launch this UNDER PRICE SALE. YOU HAVE A RIGHT TO EXPECT EXTRAORDINARY VALUES DURING THIS SALE —AND FURTHERMORE YOU'LL GET EXTRAORDINARY VALUES!

Starting Tuesday, April 17, at Nine O'clock Sharp

Spring has now arrived-get ready with your New Spring Clothes. Choose from the biggest assortments in St. John's.

Sale Dresses, Suits, Coats, Wraps & Capes

Over three thousand Garments invoved-Including every new and desirable Spring material, color and style, with a complete range of sizes for Misses, Women and Stout sizes-No matter what your needs are in Dresses, Suits, Coats, Wraps and Capes, we have it here for you now, and at savings that will place this Sale to the fore as one of the Greatest Epoch-making events in Our History. Shop around if you will, but don't buy until you first see these Sensational Anniversary Offerings.

ANOTHER NEW SHIPMENT

New Spring Hats

\$3.98

up to

\$5.98

Splendid selection, extensive style variety with every Color Vogue represented. Tasteful flowers, Fancies and Quills and Ribbon trimmings; Matrons and young women's

styles. Worth double.

Sale New Spring Sweaters 3.00 & 4.00 TUXEDO

WOOL SLIP-OVERS

Wool Slip-overs in Buff, Grey, Jade, Green, Navy, Black and Copen. Some in solid colors; others in contrasting stripes.

and

NOVELTY **SWEATERS**

Usually attractive designs. Values startling. All sizes.

\$3.50

5 G'CLOCK TEA **APRONS**

Worth \$1.00

Sale, 42c.

Camisoles

Values at \$1.00

Sale, 45c.

Ladies' Crepe-de-Chene and Silk **Undergarments**

AT SALE PRICES.

LADIES' CREPE DE CHINE CAMISOLES

> Values at \$3.00 SALE \$1.78.

SALE Spring Skirts

Values from \$8.00 to \$11.00.

SALE

5.98 up to 7.50

A wonderful lot of Skirts including Sports, Plaids, Prunellas, Pleated and Plain Models, Serges and Tricotines. Sizes for Misses, Women and Stout Sizes.

SPECIAL! 110 Ladies' **Dresses**

CANTON CREPE, CREPE DE CHINE, TAFFETTA. Colors of Grey, Navy, Brown, Black.

Guaranteed Values at \$10.00 SALE

\$2.98Sizes up to 36.

Girls' Spring Hats

Mostly Braid and Silk Combinations, in colors of Sand, Navy, Brown, Copen, one and two tone effects. All New Spring

These are the sort of Hats you like to see your children wear.

GIRLS' IMPORTED **GINGHAM** DRESSES.

Dresses guaranteed to wash; smartest styles; 4 to 14 years.

fects. Ages 4 to 17 years. \$2.98 up

GIRLS' PARTY

DRESSES.

Colors of Fawn,

Henna, Navy, Rose.

Some two tone ef-

9 to 11 O'clock Specials! **Turkish Towels**

Guaranteed values at \$1.80. Extra large size; magnificent quality.

79c per pair

Turkish Towels Guaranteed values at \$1.40.

Large size; extra quality. 59c per pair

1500 Prs. Ladies' Gloves

Mostly White-All Sizes. 15c

New Blouses Spring

LADIES'

JERSEY SILK

UNDERWEAR

At very attractive

prices.

We are noted for splendid ranges LADIES' WAISTS and you will find these on display

500 **Tricolette** Waists

All sizes. \$1.98

Extra quality. All Sizes.

will meet the needs of the most discriminating. From

\$5.00 to \$10.00 values. \$2.98 to \$5.98

See Child's **Panty Dresses** 2 to 6 years.

Colors of Grey, Fawn

9 fo 11 O'clock Specials!

> 1000 Waists

Voiles and Organdies; nicely trimmed in a magnificent range Spring colors.

Worth \$1.80.

98c

Harbor