

NEW CUSTOMERS!

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 STARTS THURSDAY AT 9 O'CLOCK SHARP

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

Pretty Patterns, Colors and Designs. **39c** 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 Unequaled.

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 **50c**
Summer Wash Skirts; all shades . .

Guimps
Checks and Plaids, in nice fine Worsteds **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

