

A DRIVE FOR 10000

HERE IT IS!--The Master-Stroke of Our Many Years in Business!

We appreciate that it is YOU--the People of St. John's and vicinity--who are largely responsible for our wonderful growth and substantial success. We extend our thanks to the thousands of our loyal customers--and further, extend an invitation to STILL MORE THOUSANDS OF NEW CUSTOMERS, that we may acquaint them with the methods responsible for our Phenomenal Success.

750 Brassiers Values at 50c. Fine Cotton Lisle All sizes.	SALE 1200 Bloomers Values at \$1.30 English Sateen and Striped lingetts, reinforced crotch.	SALE 1000 LADIES' UNDERVESTS 4 to a customer. All sales final. None to dealers. No Mail Orders.	600 Cotton Waists 59c	400 House Dresses All Sizes. All nice patterns.
12c	49c	16c		98c

SALE Stout Women's Apparel

Slenderizing Coats for large women. All the new shades, including Black. Sizes 44 to 56.

12.50 \$18 \$24 \$26
SLENDER LINE

Dresses for Stouts

The new Dress modes for stout women. All materials, shades.

\$9 up to \$30

New! New! New! HATS - HATS

A Sensational Purchase of over 800 New Hats--secured at unheard-of concessions.

Regular
\$3.38 and
\$4.98
Values

2.98

Sport Hats
Misses' Hats
Matrons' Hats
A Hat for every
body.

The newest Summer models--Styles suitable for all occasions for all Costumes and all tastes. For Misses' Women and Matrons.

200 Regular 5.98 Hats at 3.00
200 Regular 4.98 Hats at 2.00

Jacquettes

Values at \$14.00.
Just the thing for Sport wear.

Sweater Coats

Wonderful Values.
All the new shades; all sizes.

6.98

WOMEN! Choice of the House-- All COATS & SUITS

HUNDREDS OPENED AND ON DISPLAY FOR THE FIRST TIME! AND ALL PRICED TO BRING NEW CUSTOMERS TO THIS STORE.

8.98 10.50 12.98 14.98 16.95 \$22 \$26

YOU CAN AFFORD A SUIT AND COAT WHEN BARGAINS LIKE THESE ARE AVAILABLE. EVERY GARMENT BEING OFFERED AT A SAVING OF NOT LESS THAN 30 TO 50 PER CENT. EVERY SIZE--EVERY MATERIAL. ALL SALES FINAL.

The Biggest Dress Event Ever Held Here!

2000 SUMMER DRESSES

Women's, Misses' and Extra Sizes.

VALUES UP TO \$25.00.

NEW PRINTS.
NEW ROSHANARAS.
NEW CANTONS.
NEW GEORGETTES.

Compare these Dresses with others offered at double.

9.98

12.95

15.95

VALUES UP TO \$25.00.

NEW FLAT CREPES.
NEW CANTON CREPES.
NEW CREPE BACK SATINS
PRINTED CREPES.

Models for all occasions.

900 New Waists AND

Overblouses

2.98 3.98 4.98

Every imaginable new style, new shades and sizes included. All wanted materials.

Women's Skirts

Pleated Roshanara Crepe Models--all the new shades; all sizes.

5.98 and 7.98

New Baronette

Satin Skirts

WHITE and BLACK.

5.98 and 7.98

NEW TWEED SKIRTS, 5.98

PRINCESS SLIPS

Heavy Silk Jersey--Knife Pleated flounces, in beautiful two-tone effects. All shades; all sizes.

5.98

PETTICOATS

Heavy Silk Jersey; all shades, accordeon pleated flounces

3.98

Another Sensation!

2000 New

SUMMER DRESSES

Released by a well-known maker of best quality Summer Street Dresses, to us at prices that enable us to launch our Greatest Summer Dress Sale.

1.28 2.98 3.98

Women--Stout Women--Misses--will buy sufficient Dresses for the entire season. Never such a gathering--never such values

4.98 5.98 6.98

Imported Gingham, Voiles, Beautiful Linens, Dotted Swiss Shantung, Printed Crepes.

Mothers!

GIRLS' New HATS DRESSES, COATS

HATS for the little tot and bigger girl--over 300 just opened--all the new season touches

1.29, 1.98, 2.50, 2.98

Dresses and Coats

3.98, 4.98, 5.98, 6.98

A new comprehensive assortment--all sizes.

LONDON, NEW YORK AND PARIS