

Three Sensational Values!

Most Remarkable Sale of New Spring & Summer HATS! HATS!

A well-planned, thoroughly prepared event—conducted in our usual way—wholeheartedly and with determination. Once more the women of St. John's and vicinity are given a practical demonstration of this Store's Millinery leadership. An event that features Style, Quality and remarkably Low Prices.

60 Dozen New Hats

TWO
OF
THE
GREATEST
VALUES
IN
HATS
WE
HAVE
EVER
OFFERED.

2.98
3.98

NOT
ONE
HAT
IN
THESE
TWO
GROUPS
WORTH
LESS THAN
\$6.00 TO \$8.00.

You will buy two or three at these low prices.

Children's HATS

Values
up to \$2.50.
All ages.

1.50
2.20

A broad selection of the most wanted shapes.

COAT HEADQUARTERS ACHIEVES ANOTHER SENSATIONAL "SCOOP" WITH THE RESULT THAT WE ARE LAUNCHING THE SEASON'S GREATEST

COAT SALE!

For Misses', Women and Stout Women. An Unprecedented Event in Quality, Style and Price.

For weeks we have been planning, buying for this spectacular event. Our buyers had instructions to assemble Coats at these prices that would create a real sensation. And they did — assembling all told, 1,000 garments—the very cream of the markets' offerings. Every coat worth more — in fact you would think we were exaggerating. In every instance you effect a saving from \$5.00 to \$15.00.

14
22
28

.75 AN ENORMOUS QUANTITY OF WONDERFUL COATS.
Not a popular style is missing. Ripple fronts, Flares, Straight Lines, Sports Coats, Tailored effects, Fur trimmed Coats—Everything is here.
.95 ALL BRAND NEW! All Sizes with Plenty Stouts.

LOSING OUT AT DRASTIC REDUCTIONS.
— WOMEN'S AND MISSES' —

Highest Grade Suits

Unheard of! Right in the heart of the season—A Clearance of NEW SUITS.

Ensemble Suits

26.80 & 30.00

Formerly up to \$35.00 SUITS \$27.00
Formerly up to \$28.00 SUITS \$19.00
Formerly up to \$18.00 SUITS \$12.50

Greatest Sale in Our History

OFFERING OVER 1,000 WONDERFUL

WASH DRESSES

Newest Summer Dresses For Street Wear. For Misses', Women and Stouts. Ideal Dresses for Holidays, Outings, Picnics, etc. 1,000 to choose from.

1.98
All sizes
Finest Quality Check Gingham Nicely trimmed.
GUARANTEED VALUES AT \$4.00

Over 600 Summer Dresses

Tub Silks, Broadcloths, Striped Linens, Voiles, Ratines, Dotted Swisses

3.98
VALUES TO \$7.00
MISSSES' WOMEN'S Stout Sizes.

Distinctive Trimmings, Hand-drawn Work, Embroidery, rows of tucks, groups of buttons, Peter Pan collars and ties. Prettily embroidered. Most models with pockets.

30 Brand New Silk Jersey DRESSES

Values to \$10.00
Newest Shades, Styles; All Sizes.

5.98

Peter Pan Sweaters

Newest Sweater wear for the Miss

2.98

All the new shades. Wonder values.

LONDON, NEW YORK AND PARIS ASSOC. OF FASHION

Beautiful Heavy Crepe-de-Chene Step-Ins

in all the new colourings of Peach, Rose, Orchid, Arab, Powder Blues—nicely embroidered and lace trimmed.

2.98