

FIRST ANNIVERSARY SALE

AT SAVINGS THAT ARE NOTHING SHORT OF SENSATIONAL--Manufacturers eager for early buying made us extraordinary price concessions and we in turn--in order to ATTRACT TO THIS STORE RECORD CROWDS during this series of sales have CUT OUR NORMAL LOW PROFITS until we will barely cover operating expenses.

Easter Suits, Capes, Coats, Dresses

London, New York and Paris Assoc. of Fashion

A colossal Purchase and Sale--that involves the best stocks of several leading manufacturers!--Garments that we own at WAY BELOW REGULAR MARKET PRICES assembled in groups and offered during this sale

London, New York and Paris Assoc. of Fashion

AT LOWEST PRICES IN YEARS

A Marvelous Sale New Spring Suits

Phenomenal Sale of Coats, Capes and Stunning New Wraps

All new and decidedly smart. Polaine Sports' Coats, Herring Bones, Velours; double-faced fabrics. Every garment involved is a model of highest type, perfect in every detail of style, quality and tailoring. High-grade regular and extra style Coats and Wraps.

"SUITS--THE RAGE FOR SPRING"

is the decree of Paris and New York, and here are superb new Suits of Tricotine and Twills in a wonderful opening sale. The most advanced suit models which have yet been shown. Beautifully tailored and exquisitely finished: **\$9.98, \$13.80, \$22.80.** Suits of individuality at an amazing low price. An unusual offering featuring Ornate Embroideries and Beadings; finest materials and linings. Regular and extra size suits: **\$25, \$30, \$35, \$38, \$43.50.**

Sale Skirts

at **\$2.98 & \$3.98**

Others a little higher priced.

CAMISOLES--Every color and shade in Tricolette, Silk, Crepe, etc. All at **70c each.**

Big Purchase and Sale New Spring Dresses

Headquarters for

Fine **EASTER HATS**

Featuring the best selection in the city at

\$2.98, \$3.98, 4.98 and \$5.98

Shop where you will compare--but see the wonderful hats that we offer at these prices before you buy. We positively guarantee you, that for style distinction, quality and value, you cannot duplicate our Easter Millinery anywhere else in St. John's.

Lovely Dresses

Fresh from their wrappings from one of New York's prominent makers, who was compelled to release them because of a money tie-up. Crepe Knits, Canton Crepes, Satin Back Cantons, Georgettes, Crepe Romas, Silks, Taffetas, Serges, Tricotines, etc. Every known shade and all sizes. Prices offering real Anniversary Sale values--our greatest.

Also, Ranges of **EXCLUSIVE DRESSES**

Gent's \$20 to \$40 **RAINCOATS**

On display on Second Floor, all at

\$10.00

An Extraordinary Big Sale WAISTS and SWEATERS

This wonderful Waists and Sweaters will attract women from all over St. John's to our store.

\$3 and \$4 BLOUSES, new purchases; all splendid waists; all good colors. **90 cents.**

\$6 Sweaters

at **\$3.98**

Women's new Wool Slip-Overs in all wanted spring colors.

\$5 and \$7 Georgette Blouses

at **\$2.98**

\$8 Sweaters

for **\$5.98**

New Spring Styles. Various colored wool. Extra Special Value.

MEN!

You will find it to your advantage to visit our second floor and see our new ranges of **American Suits**. All are newest Spring models and patterns in high-grade all wool Spring fabrics; models for men and young men; all sizes. Also, splendid range of

Gent's Spring Coats

in all good patterns and splendidly finished models.

LONDON, NEW YORK AND PARIS ASSOC. OF FASHION

Grace Building, St. John's, Newfoundland.