

Extra Special!

1000 Ladies' Undervests

Fine Quality Jersey ribbed, Strap shoulder — all sizes — White **9c** Guaranteed values at 50c. 4 to a customer. SHOP EARLY!

EXTRA! 300 Children's Panty Dresses

2 to 8 years.
Values up to \$2.50. Smart Gingham, Chambrays and Pongettes—clever little models—nicely trimmed

79c

London, New York & Paris Association of Fashion

Sale 1000 Best Quality

Crepe Bloomers

Beautiful Stripe Crepe Bloomers, with reinforced crotch, double elastic. Colors: Flesh, White, Orchid **29c** Guaranteed values at 85c. All sizes. Buy your Summer needs! Colors: Jade, Green, Pink, Purple, Black.

GREATER VALUE SALE!

the SALE with everything that the name implies--eclipsing all past endeavours--in its magnitude--in its value giving--stretch the pay envelope--visit this store and be convinced--that we are selling at **LOWEST-IN-THE-CITY PRICES!**

Look, Mothers!

Girls' Imported Gingham Dresses

Beautifully finished, Guaranteed fast colors. Sizes 6 to 14 years **98c** **1.20**

MOTHERS!

A GIRLS' SALE Coats, Dresses, Hats

Stupendous Mark-Downs
Beautiful Coats of Velour, Polaires, Tweeds with the new side tie effects. All the newest shades. Coats that will make daughter look her best in **7.98 up to 11.98**

Dresses

Beautiful Serges and Crepe combinations. French Twills—all shades and sizes. Values up to \$10.00 **2.98 up to 5.98**

HATS From the knockabout Straws to the Silk finished best wear Hat **98c up to 3.50**

Jacquettes

For the new Short Coat. Your wardrobe is not complete without one of these—smart looking and dressy—and now **10.98** All shades; all sizes.

800 Voile Waists

Values up to \$1.80. New! New! Just opened—Voile and Cotton Waists **50c** Crepe de Chine Waists, all sizes. Values **98c**

Extraordinary Garment Sale!

3496 High Grade

COATS -- SUITS DRESSES

The Garment Sensation of the Year.

Plenty of Every size including Stout sizes

7.98 The Coats **10.50**

Our Supreme Values. Choicest materials in the newest styles; beautifully finished and lined

12.98

Every new style; all sizes; newest shades; fashionable materials.

A Sale on a really colossal scale. All stocks priced for quick clearance.

15.95 The Suits **17.95**

Women will snap up the Suits, at these prices, for here are the choicest assortment ever seen on display.

23.98

Come early for choice preference — Extra salespeople in attendance.

Tell your friends about this Sale. Tell them not to miss the best values in St. John's.

\$28 The Dresses **\$32**

Crepe de Chenes, Cantons, Roshanara, rich Satin. All the season's favorites at 7.98 up to \$32.00.

Our 8 Price Groups for Coats, Suits and Dresses

Sale of Finest Quality

House Dresses

SALE OF FINEST QUALITY. Fine Chambray and Percalé, worth up to \$2.00. These will sell on sight. All sizes **98c**

Special Purchase and Sale of 900 New

HATS! HATS!

The greater portion shown for the first time. A Sale that will take St. John's by storm.

NEW DRESS HATS—NEW SPORT HATS. Hats for every and any occasions.

\$2 \$3 \$4 \$5

Values double and triple the Sale Price. Shop early for best choice.

Waists The New Costume Waists of fine quality Crepes, Radium Silk, Jersey Silk. All the new colors and combinations. All sizes **6.98**

FINEST QUALITY.

Skirts All the new season's materials of Crepe-de-Chene, Prunella, Tweeds, in plain and pleated models. All the new shades; all sizes **6.98**

SKIRT SALE

Values up to \$5.00. new Pleated and Plain Skirts, in Plaids, Serges and Twills. All sizes **2.48**

London, New York and Paris Association of Fashion

