

**Kiddies
Serge
Dresses**Ages 2 to 6 years **1.98** Values up to 3.50 All sizes **1.45** worth double**Ladies'
House
Dresses****London, New York and Paris
Association of Fashion****Misses' and Women's
Jersey Suits**COME EARLY. Only a limited lot to sell.
NO EXCHANGES.**10.98****Another Record-Breaking Week of Value-Giving Starts To-Day!****Reliable Merchandise--of Standard Quality--and Offered at the Lowest Possible Prices****A Big Contribution**

from

Our Clothing Dept.**800 Men's Suits**

TAKEN RIGHT FROM OUR REGULAR STOCK.

Drastically Reduced

Wonderful choice of Sports and Conservative Models that young fellows like; also two and three and four button models in the more conservative styles for the older man. THE FABRICS ARE STRICTLY ALL-WOOL CHEVIOTS, WORSTEDS and TWEED MATERIALS. Light and Dark colors in a big variety of Stripes, Plaids, Checks, mixtures of every description. You will find just the Suit you want—with ONE or TWO PAIRS of PANTS—in just the material and size you want.

Men's Pants

Magnificent showing, including all materials, colors and sizes at greatly reduced prices.

A Great One Week Special!**250****Men's Spring Coats**

At a most Astounding Saving!

We take 5.00 off the cost of every Man's Spring Coat in our store--for this week only

Smart New High-grade Coats—selected from the best makers—all desirable shades of Dark, Medium and Light Greys—Models for every-age man.

250 MEN SHOULD COME HURRYING IN FOR THIS MOST UNUSUAL—MOST EXTRAORDINARY OFFER!**500 Boys' 2 Pair
Pants Suits**

at Greatly Reduced Prices

**GREAT ECONOMY APPAREL SALE
Throughout Our Entire Store**

BRING SAVINGS ON NEWEST—MOST-IN-DEMAND DRESSES, COATS, SUITS THAT YOU CANNOT DUPLICATE ANYWHERE ELSE IN THE WHOLE CITY OF ST. JOHN'S (QUALITY CONSIDERED) AT THESE REMARKABLE ECONOMY PRICES.

NEWLY PURCHASED—AND OFFERED BELOW REGULAR WHOLESALE PRICES.

**FOR
WOMEN****\$18 to \$23 Silk Dresses**

Satin Face Crepes, Prints, Laces, Cawdons

**FOR
MISSSES****12.98 to 16.50**Street—Dance—Party—Theatre—Recess
Frocks—New style hits featuring every
sort of rich Crepe in Plain and Prints and
other favored materials.**QUICK ACTION SALE!**

Two Racks

Silk DressesValues up to \$18.00.
Sizes for Misses and Women **6.98****QUICK ACTION SALE!**

STARTING THE SEASON WITH A SALE OF

Summer DressesOrgandies, Dotted Swisses,
Ginghams. \$6.00 and \$8.00
values **3.48****QUICK ACTION SALE!**

60 Fine

Tweed and Serge SuitsWorth up to \$20.00. Silk
lined models for Women and
Misses **10.98****A REVELATION IN VALUE-GIVING FOR SHOPPERS AT THIS STORE!****FOR
WOMEN****\$25 to \$45 New Spring Suits**

in Poiret Twills, Tricotines, High-Grade Tweeds

**FOR
MISSSES****\$18 to \$30**Box Styles and Tailored Styles. These SUITS
cannot be duplicated elsewhere even in
more.**SPLENDID SALE OF MAGNIFICENT COATS!****FOR
WOMEN****500 Coats and Capes****FOR
MISSSES****Ladies' Black Coats**JUST OPENED
AT GREAT ECONOMY SAVINGS.
All Sizes.1 RACK ONLY
**18.00 COATS
at 8.98****Magnificent Plain and
Embroidered Coats****21.00**Excellent assortment of advanced styles—COAT
VALUES THAT WILL INTEREST EVERY
WOMAN IN ST. JOHN'S.
SHOP WHILE ASSORTMENTS ARE
COMPLETE.**45.00 to 65.00 Coats**Desirable Garments
taken from our high-
est priced ranges, to
be sacrificed for quick
disposal. **33.00
to
47.50**One of a kind only
THIS LOT. All the
Season's wanted ma-
terials and colors.**An Exceptional Sale 500 Beautifully Trimmed****NEW HATS**

Values at 4.00, 6.00 and 10.00

Large Hats**Small Hats**Bought at tremendous price concessions. We—
following our usual custom—pass the savings
on to you.**2.48 up to 7.98**Cantons, Taffettas, Hair Cloth, Silk and
Lace combinations. Every shape and color
you can imagine. Get here early while assortments
are complete.**LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION**