

The London, New York and
Paris Association of Fashion**BEGINNING TO-DAY**The London, New York and
Paris Association of Fashion**GIGANTIC CLEARANCE OF OUR ENTIRE STOCK!****Women's, Misses' and Men's Summer Apparel
at Tremendous Savings**

NOT A SINGLE GARMENT in our Spring and Summer Stock is reserved--Not one range but that contributes a large quota of wonderful bargains for this extraordinary event--IT'S BEEN YEARS since merchandise of this class has been offered to the buying public of St. John's at prices so remarkably low--in many instances you will find

PRICES CUT AS LOW AS 20 CENTS ON THE DOLLAR

We haven't space to advertise everything, but the items listed below will give you an idea of what drastic price cutting is in effect.

215 SILK DRESSES For Women & MissesFormerly
sold for
\$10.98. Now**6.98**

Most of them only now being opened and suitable for late fall wear. They come in Georgettes, Satins, Taffetas, Crepe Knit, Crepe de Chine, etc. All now for \$6.98.

**400 GUIMPS
Women's and Misses sizes**

In Dark Blue, Brown and Check, all nicely trimmed and finished, clearing for.

98c**100 SKIRTS, Women and Misses sizes**Formerly
\$2.98.
Now**98c**

Splendid Wash Skirts in lighter colors, all well made and finished. Would make ideal house skirts for all year wear; all sizes.

89 SILKY TUB DRESSES for Women & MissesFormerly
\$3 to \$4.98
Now**1.98**

Ginghams, Silky Tissues, Linens and Normandies, all going now at \$1.98.

LIMITED LOT WASH BLOUSESWorth
\$1.20.
Now**65c**

We doubt very much if this lot will last one day. They're wonderful, and only 65c.

HERE'S A SWEATER VALUE that should crowd our Store**\$4.98 to \$6.98 Wool Sweaters****2.00**

One look at these Sweaters will soon convince you that they are very out of the ordinary for this very low price

EXTRA! 700 WOMEN'S SUMMER & EARLY FALL HATS--SACRIFICEDFormerly up to
\$5.98. Now **98c to 1.98**

And you can take our word for it--they are worth buying two or three at a time. Many can be worn late into the fall. They consist of beautifully trimmed Hats, large Hats, Sports Hats, small Hats, in Satins, Taffetas, etc., etc. Every Hat in the lot is worth \$4 or \$5. Come early for best choosing.

FINEST SPORTS SILK DRESSES in the StoreFormerly
\$16.98.
Now**9.98**

No restrictions. Finest Dresses, best styles, now go at less than cost of material. Sizes for Women and Misses.

ONE RACK TRICOTINE DRESSES for Women & MissesFormerly
sold **\$10.98**
Now**5.98**

A splendid assortment, including Dark Navy, Brown and Black. Coming so near the fall season, these will sell very quickly.

**Unrestricted Choice
\$28 to \$45 CAPES**

All Wool, Tricotine, Poiret Twill, All Wool Velour and Canton Crepe. The finest Capes ever offered for so low a price. Just look at them, just the thing for evening wear. Every Cape is Canton Crepe lined; all shades, including Navy Blue.

16.98**SPECIAL! Women's Better Grade TRICOTINE DRESSES**

We are now opening a splendid range of Tricotine and Serge Dresses for fall wear which would normally be priced at \$19.98. While Sale lasts only

12.98

All sizes.

ONE RACK OF WOMEN'S FINE TRICOTINE SUITSFormerly
\$22.80.
Now**12.98**

Serge and Tricotine Suits in the wanted Navy and Black colors, serviceable for fall wear; sizes 34 to 38 only. All better grade Costumes have also been proportionately reduced.

390 High Class Tricolette OVERBLOUSES**\$4 to \$5
Values
at****2.48**

Exquisitely trimmed and beaded styles; every known color; also ranges of a finer Tricolette Blouse in tailored effects. This is a rare opportunity for filling your waist needs.

WOMEN'S NOVELTY BOOTS**\$3 & \$4
Values
at****98c**

Only 100 pairs left. Shop early to avoid disappointment.

**You'll Get Marvelous Values in \$4.00 & \$5.00
Silk, Crepe-de-Chene and Georgette Blouses**

In dozens of glorious styles comprising our own beautiful stocks of perfect Blouses in the season's prettiest styles--Flesh, Bisque, White shades; all sizes.

3.48**OUR ENTIRE STOCK OF MEN'S SUITS**Formerly
\$25
Now **\$16**Formerly
\$34.
Now **\$25**Formerly
\$38.
Now **\$30**Formerly
\$45.
Now **\$37**

Plenty of stable Blue Suits, Fancy Cheviots, Novelty Suits, Herringbones, Grey, etc., all splendidly cut and finished. As all remodelling is attended to while you wait, a perfect fitting suit is assured.

MEN'S RAINCOATS

Our entire stock of Gent's Raincoats, including coats up to \$25. All now

\$10.00**MEN'S EARLY
FALL COATS**

A splendid range ¾ length in Dark Browns, Greys, etc., going at

\$10 to \$15**MEN'S
Working Pants**

In Dark Navy. All now at

\$2.48**LONDON, NEW YORK AND PARIS ASSOC. OF FASHION**

From 3 to 6 p.m.
Simpson, Patrick St., Aug.

Beauty
For
clear
skin
and
bright
eyes

Take

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