

\$80,000 Sale

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St. John's and Other Places to Be Offered for Two Weeks Beginning This Tuesday.

Eighty Thousand Dollars' worth of Wearing Apparel just now (when everybody's complaining of the very high cost of living) at prices that will bring to it a minimum.

FOR THE BENEFIT OF WHOM IT MAY CONCERN we have been authorized to sell by Sale the entire stock belonging to the London, New York and Paris Association of Fashion, Grace Building, Water Street, on account of their buyer securing enormous quantities of Ladies' and Gent's Ready-to-wear at prices that are worth while. They are consequently to-day much over-stocked AND ARE FORCED to offer their entire stock by sale at prices much below cost.

Sale Prices guaranteed to run two weeks. Sale begins Tuesday.

EVERY WOMAN IN ST. JOHN'S MUST ATTEND THIS SALE—COST OF LIVING BEING SO HIGH THAT IT IS A DUTY TO SHARE.

SPECIAL.

400 SILK SLIP-ON and COAT SWEATERS.

Regular value up to \$30.00. Now your choice for \$6.00 and \$7.00.

SPECIAL.

HATS WORTH \$20.00.

Your choice of any Lady's Hat in stock for \$5.98.

SPECIAL.

1,000 DRESSES for \$24.98 and \$29.98.

Every Lady and Missy in St. John's will be the loser if they cannot see this special. These Dresses come in Satins, Silks, Georgettes, in beaded and other styles.

500 Men's Suits,

Men's Rain Coats,

Boys' Suits,

Men's Pants.

500 LADIES' SUITS.

Original values up to \$65.00. Now all one price \$35.00

These Suits afford a splendid opportunity for missees, grown-up sister or mother. The value without doubt cannot be equalled on this side of the Atlantic.

30 p. c. Reductions.

EVENING DRESSES.

Some of you ladies who will have an opportunity of seeing these Dresses will no doubt realize what the Reduction means.

20 p. c. Reductions.

500 LADIES' RAIN COATS.

The biggest and best opportunity in town. Every Rain Coat at 30 per cent. reduction. Prices guaranteed for only two weeks.

30 p. c. Reductions.

350 LADIES' NEWEST STYLE UMBRELLAS.

They come in Satin and Silk materials, finished with the very latest handles of ivory and plain cord. For two weeks we will offer them at 30 per cent. reduction.

30 per cent. Reduction

on our entire stock of Boys' Clothing, also Men's, in stock three months previous to date.

Men's Suits, \$18.00 to \$45.00

Boys' Suits, \$9.00 up.

500 BLOUSES—Voiles, Muslins, Linens, well embroidered and plain. Original values up to \$8.50. Now your choice for \$2.98. All we ask is that you see them.

20 p. c. Reduced on all those High-Grade Spring Coats, Suits, etc.

which no doubt a number of the most fashionable women of St. John's would be interested in, as the entire line mentioned consists of only one of a kind. We think that this is a splendid opportunity for all those high class dressers to secure their new Spring Garments when opportunity affords their securing garments of this order at these tremendous reductions, especially now that the season for their use is about making its opening.

500 Men's Rain Coats

Military style Coats, worth \$49.00, now offering for

\$23.00

for two weeks only. Mothers and fathers of St. John's, don't fail to participate in these offerings; it is as necessary for you to attend this Sale as it is to attend your daily labours.

One more word to the wise and weary--This Sale is on the order of Sales ran by large Department Stores of America when under compression.

It is where we get the idea and will say that it is the first of its kind in this country--a sale that will win us trade in abundance.

London, New York and Paris Association of Fashion,

Grace Building, Water Street.

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