



## at 1-3 off Regular Prices

Owing to the recent unfavorable weather we are disposing of our entire stock of Summer Dress Robes at a GENUINE REDUC-TION OF 1-3 OFF THE REGULAR PRICE

¶This large stock includes Linens, Embroideries, Serges, Foulards and Silks, all of the latest cut and style and in all the usual stock

¶The Linens are in many dainty shades, piped with self or contrasting colors and trimmed with buttons. The Embroidered robes are a charming selection, they are beau-tifully modelled, the designs are exclusive, trimmed with exquisite insertion and lace,

The Serges are modish and well-tailored, equally suited for town or country cool-weather wear. The Foulards and Silks, in stripes and other designs, are really lovely. Some have the new long shoulder effect and slightly raised waist-line, others have a mere sugges tion of striking color, just enough to add distinction to the gowns; and all are this sea-

¶Every woman is interested in a real bargain and these dainty gowns with their

1-3-off regular-price reductions

are one of the greatest genuine bargains ever offered in St. John's. Come and see them at

U. S. Picture & Portrait Company.

On exhibition at PARSONS' ART STORE (one door east of Royal Stores) a selection of WATER COLOUR DRAWINGS by the famous London Artists, GORMAN MORRIS and H. H. BINGLEY. These Drawings were personally selected this season. INTENDING PURCHASERS SHOULD CALL EARLY.

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