

NEW CUSTOMERS!

We have been months in planning this big celebration with an aim to set new selling records. Loads of new Summer goods are here--every floor and every department is ready! This Sale is a buying opportunity of unusual money-saving importance to you, and WE ARE EMPHATIC IN OUR STATEMENT THAT THE BARGAINS OFFERED WILL BE OF THE VERY BEST.

SALE NOW AT ITS HEIGHT

EXTRAORDINARY SALE WHITE PETTICOATS Fine Sateen. Easily worth \$1.50 69c	MOTHERS! LOOK! Children's Voile and Gingham DRESSES Ages 8 to 14 years. 98c. and Very best Quality. 1.20	1200 Children's BLOOMERS Very Best Quality. Worth treble. 29c	180 Tricosham DRESSES The kind that have made this Store famous. Values up to \$10.00. 2.98	Ladies' Jersey SWEATER SUITS Values at \$12.00. 4.98
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A Sale that will Cause a Riot in our Men's Dept.

SALE
1000 Men's Top Shirts
98c

Fancy Soft Shirts, good quality Percale or Cord Madras. Full assortment of patterns to choose from. NOT JOBS, but regular stock, sizes 14 to 17. You will buy your season's requirements when you see these.

LOOK, MOTHERS!
600 Boys' Blouse Shirts
 Values up to 1.30

Pretty Patterns, Colors and Designs. **39c** Boys' Blouses or Blouse Shirts, all occasions. Sizes 7 to 14 years

MEN! THURSDAY THE GREATEST OF OUR CLOTHING SENSATIONS!
 Search the City and You'll Find Our Values Unequalled.

450 NEW SUITS
 That formerly sold up to 34.00, in a big variety of Fine Patterns. **21.95**
 MEN! We feature a SPECIAL LOT of WONDERFUL SUITS at a price--\$21.95--that will take your breath away. This is one of those Value-giving Demonstrations that will make every St. John's Man respond who appreciates what it means to save on good clothing.
MEN! Think What You Save--You Can't Beat It.

1,500 Boys' Suits
 AT SAVINGS OF OVER 30 PER CENT.
 WE HAVE JUST MADE THE MOST SPECTACULAR BOYS' SUIT PURCHASE OF OUR CAREER--OVER 1,500 BOYS' SUITS BOUGHT AT TREMENDOUS SAVINGS--AND NOW OFFERED TO YOU. CHOOSE FROM LARGER SELECTIONS AND LOWEST PRICES. AGES: 9 TO 18 YEARS.
5.75 7.80 9.98 11.98 13.98
 ALL WITH TWO PAIRS OF PANTS.

Small Boys' Suits
 AGES--3 to 8 YEARS.
 Best Wash Suits . . . 1.65 & 1.98 Boys' Tunic Suits . . . 4.98
 Boys' Wash Suits . . . 89c Boys' Best Navy Sailors . . . 5.98
 Boys' Serge Suits . . . 2.98 Boys' Tweed Suits . . . 3.98

Bargain Basement Specials!
150 Ladies' Velour Coats
 Values up to \$12.00. All Sizes . . . **4.48**

Skirts
 A Sensational Value of Summer Wash Skirts; all shades . . . **50c**

Guimps
 Checks and Plaids, in nice fine Worsteds **98c**

Rubberette Coats
 Very best quality. **6.98**

Ladies' House Dresses
1.29
 Finest Quality Gingham.

Middy Blouses
 Cotton Middies; all shades and sizes **49c**
 IF EVER YOU ATTENDED A SALE IN YOUR LIFE, YOU WILL ATTEND THIS ONE.

ASSOCIATION OF FASHION