

An Important Thrift and Economy Message to Every St. John's Man and Woman

Here is a Star Bargain

COTTON BLOUSES
WOMEN'S & MISSES' \$2
Can you beat it? Fine Cotton Waists of Voile, Organdie and Batiste; mostly all white, some in colors; more than twenty attractive styles to select from.

98c.

Here is the best news in to-day's paper. Come! Buy! Save! This is the greatest value giving event yet. Coming right at the beginning of the season, this great profit sharing sale offers you the most startling values of the year. The small profit or loss of profit on this great sales makes this event the greatest of any held in the city. The ability of this store to present to the people of St. John's timely, wanted merchandise is being demonstrated in this great low price sale.

COME—NO MATTER WHERE YOU LIVE—IT WILL PAY YOU, BECAUSE THE SAVINGS ARE OF THE MOST UNUSUAL KIND.

LONDON, NEW YORK
and PARIS
ASS. OF FASHION

Wonderful Low Price Purchases Together
with Tremendous Reductions on Our High-
Grade Stock Make Possible This

LONDON, NEW YORK
and PARIS
ASS. OF FASHION

GREAT PROFIT SHARING SUMMERY DRESS SALE

Dress Bargains that are extraordinary—Dress Bargains that are incomparable—Dress Bargains that women will remember, because they are, and we believe will be the greatest value giving of the year. Charming frocks that have wonderful materials and workmanship. The best values yet.

Dresses

\$1.98

Just think of it! Voile, Gingham and Dotted Normandie Street Dresses for only \$1.98. Here is a profit-sharing event that will jam our doors. Every Dress is well made and full cut, all smartly trimmed. Every one worth double or triple.

Dresses

\$4.98

Here are Dresses that are priced much lower than our regular low prices—hundreds of brand new Dresses, styles with real distinction, at half price or less.

Don't judge these frocks by this low price, but wait until you feel the fine fabrics and see how well they are made.

Imported Gingham Dresses, Ratines, Printed Voiles, Beach Linen, Organdie, Normandie and Seco Silks. They are ruffled, braided, cross embroidered; some have leather belts and many, many other effects to make these just the right Dresses.

Dresses

\$6.98

Silk Dresses

\$6.98

The very newest of styles and materials that you only find in dresses priced two and three times this very low price.

Gorgeous Beaded Cantons, Silks, Taffetas, Georgettes, Krepe Knits, etc.; styles, styles and more styles, straight line and waist line effects, uneven hems and long flowing panels. Every Dress a rare opportunity.

Exclusive Dresses Also on Display and Prices at Profit Sharing Sale Prices

Hundreds of Sports, Sailors and all Summer Hats

Hats

Just the jaunty, good-looking, comfortable Hats you want for sports and practical summer wear. Very becoming new shapes in popular rough braids, crimped hems, birds' nests and Japanese straws; plenty of sailors and cushion brim effects with draped bands; all samples and but one of a kind. Prices showing the greatest value ever.

FINAL CLEARANCE!—All Hats remaining in stock previous to this shipment, and are now priced for final disposal. As only a limited number remaining, an early inspection is advisable.

White Wash Skirts

Good looking Gabardine Skirts that will wash and launder well. A fine opportunity to get your summer supply.

Each 98c.

Profit Sharing Sale of Waists

Underpriced a third and more—quite the most wonderful selection we have ever offered.

Buy for vacation time and the summer, you will need lots of cool, fresh Blouses to appear at your best during the warm months ahead; and when such pretty kinds cost so little you can have all you want of them.

\$5 CREPE DE CHENE & SHANTUNG SILK BLOUSES, wide filet lace trimmings and dainty silk fagoting; Flesh, White or Bisque. Shantung Silk Waists with Peter Pan collars and cuffs; all dainty patterns and styles.

\$3.48

\$4 TRICOLETTE OVERBLOUSES in Grey, Black, Navy, Periwinkle and others; all splendidly finished, braid and other effects.

\$2.48

DOZENS OF OTHER SPECIALS in Costumes, Coats, Capes, Sweaters, etc., etc., to be seen on display, making an early visit to this store of the utmost importance to you.

N.B.—DURING THIS SALE, ALL EXCHANGING OF MERCHANDISE MUST BE ATTENDED TO DURING THE MORNING.

LONDON, NEW YORK and PARIS ASN. OF FASHION