

10 only
Ladies' Black
Silk Coats

Guaranteed values at \$35.00.

\$16.80

Sizes up to 40 inches.

8 only
Ladies' Silk
Costumes

Guaranteed values at \$15.00.

\$7.98

The very best quality materials—Colors: Navy, Black, Fawn.
Sizes up to 38.

Follow the Crowds to
London, New York and
Paris Assoc. of Fashion

"The Store Ahead"

Girls'
COATS

ACTUAL \$14.00 VALUES.

\$8.98

Coats of smart Polaire and Velour Cloth with smart throw-collar and buttoned-trimmed pockets; other models of her-ring-bone, side tie. Ages up to 16 years.

Girls'
Dresses

Guaranteed up to \$8.00 values.

\$1.98 up to
\$5.98

In Serges, Canton Crepe, All-tyme Crepe—All shades of Navy, Grey, Green, Blue, Rose. Ages 3 to 14 years.

The Greatest Event in Our History

A MAMMOTH REDUCTION SALE

SALE NOW AT ITS HEIGHT!

Again this Store does the unexpected. Beginning on Thursday morning we offer a Store-full of MERCHANDISE at such extraordinary reductions as to produce "the most startling values offered in the History of our Store." All we have to say to YOU and to the hundreds of other friends and customers who have made possible our unusual success in the past is: **COME TO THIS REDUCTION SALE AND BUY! and BUY! and BUY!**—because we don't believe you'll see Values like these again for the rest of 1923. Buy all your **REGATTA NEEDS** IN THIS STORE!

Silk Dresses
Worth up to \$20

A Sale that will eclipse even our Sensational Sales of the past! Hundreds of choice new Dresses of the most famous makers, beautifully made and exquisitely trimmed, placed on Sale for **HALF THE COST** of manufacture.

Canton Crepe. Alltyme Crepe. Cordelaine Satins. Sport Silks. **\$5.00 up to \$11.98** Party Frocks. Dance Frocks. Sports Models. Misses' and Women's extra sizes.

120 Women's & Misses'
Suits, Coats and Capes

Values **22.50** up to **35.00** **\$17.50**

Polo, Velour Cloth and Overplaid Coats; also Twill and Velour Capes and Wraps. Wonderful values. Two and Three-Piece Suits. They are fashioned of Poirer Twill, Tricotine, New Bolero, box-coated and tailored styles. All Tweed Suits up to \$28.00 included, at \$17.50.

SPRING SUITS

Worth up to \$40

Imagine buying a famous "MISS NEW YORK" Suit of finest Poirer Twill. A Suit made to sell for as high as \$40.00, for only \$24.98. Trimmings such as are found only on the finest garments—linings of pure Silk Crepe. All Sizes. **SALE PRICE**

\$24.98

Tweed Suits

A limited lot only, at **\$10.00 off**

Ladies' Suits

Values at \$18.00. **now \$10.98**

We are Giving the
Stout Woman

A chance to join the Fashion Parade by featuring in this SALE.

Stout Size Dresses

the kind that will impart that air of well-poised, well-dressed "Presence" that puts the big woman thoroughly at her ease in any company. Colors of Black and Dark Brown. Sizes 40 to 48. Beginning from the Wash Dress, in Dark colors, as low as \$2.50, and continuing up to magnificent ranges in Crepe, ranging at \$12.00 up to \$24.98 for THIS SALE ONLY.

Ladies' Jersey SUITS

A LIMITED NUMBER ONLY.

All wanted Models and shades. **\$10.98 up to 12.98** Ideal for Vacation wear. Sizes up to 40 in.

A SALE TO STARTLE St. John's

"CLEAR YOUR STOCKS" is the word sent out in this Store. The one thought throughout the whole Store is to unload. To price goods so low they will **SELL ON SIGHT**. Every St. John's family should get its share of these Prizes. Make plans now to be in early on THIS SALE. Buy all your **REGATTA NEEDS HERE!**

WASH DRESSES

\$1.45, \$2.50, \$4.98, \$5.50

To sell Summer Dresses like these, right in the heart of the Season, at actually **HALF** their original Prices, is almost beyond belief, and it would not be considered, if we were not determined to unload our stocks **AT ANY COST!** We advise you buying all your Summer needs while this opportunity is to be had. **GINGHAMS, LINENS, VOILES, TISSUES, RATINES, LIGHT and DARK FROCKS—Misses', Women's and Stout Sizes.**

Sample and Other
Womens' and Misses

FINER COATS, CAPES, SUITS

\$45 up to \$60 Values **\$34.98**

Beautiful COATS, CAPES, SUITS, representing the cream of our entire stocks—all Sizes.

Lovely New Street, Dinner and Afternoon

Dresses

\$20 up to \$40 Values **\$14.98 up to \$26.50**

Misses, Women's and Stout Sizes

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION