

**Kiddies  
Serge  
Dresses**Ages 2 to 6 years **1.98** Values up to 3.50 All sizes **1.45** worth double**Ladies'  
House  
Dresses****London, New York and Paris  
Association of Fashion****Misses' and Women's  
Jersey Suits**COME EARLY. Only a limited lot to sell.  
NO EXCHANGES.**10.98****Another Record-Breaking Week of Value-Giving Starts To-Day!****Reliable Merchandise--of Standard Quality--and Offered at the Lowest Possible Prices****A Big Contribution**

from

**Our Clothing Dept.****800 Men's Suits**

TAKEN RIGHT FROM OUR REGULAR STOCK.

**Drastically Reduced**

Wonderful choice of Sports and Conservative Models that young fellows like; also two and three and four button models in the more conservative styles for the older man. THE FABRICS ARE STRICTLY ALL-WOOL CHEVIOTS, WORSTEDS and TWEED MATERIALS. Light and Dark colors in a big variety of Stripes, Plaids, Checks, mixtures of every description. You will find just the Suit you want—with ONE or TWO PAIRS of PANTS—in just the material and size you want.

**Men's Pants**

Magnificent showing, including all materials, colors and sizes at greatly reduced prices.

**A Great One Week Special!****250  
Men's Spring Coats**

At a most Astounding Saving!

**We take 5.00 off the cost of every Man's Spring Coat in our store--for this week only**

Smart New High-grade Coats—selected from the best makers—all desirable shades of Dark, Medium and Light Greys—Models for every-age man.

**250 MEN SHOULD COME HURRYING IN FOR THIS MOST UNUSUAL—MOST EXTRAORDINARY OFFER!****500 Boys' 2 Pair  
Pants Suits**

at Greatly Reduced Prices

**GREAT ECONOMY APPAREL SALE  
Throughout Our Entire Store**

BRING SAVINGS ON NEWEST—MOST-IN-DEMAND DRESSES, COATS, SUITS THAT YOU CANNOT DUPLICATE ANYWHERE ELSE IN THE WHOLE CITY OF ST. JOHN'S (QUALITY CONSIDERED) AT THESE REMARKABLE ECONOMY PRICES.

NEWLY PURCHASED—AND OFFERED BELOW REGULAR WHOLESALE PRICES.

**FOR  
WOMEN****\$18 to \$23 Silk Dresses**

Satin Face Crepes, Prints, Laces, Cawdons

**12.98 to 16.50**

A DRESS SALE that should have a whole page to advertise it to the public—so wonderful are the values. All sizes.

**FOR  
MISSSES****QUICK ACTION SALE!****Two Racks  
Silk Dresses**Values up to \$18.00.  
Sizes for Misses and Women **6.98****QUICK ACTION SALE!****STARTING THE SEASON WITH A SALE OF  
Summer Dresses**Organdies, Dotted Swisses,  
Ginghams. \$6.00 and \$8.00 values **3.48****QUICK ACTION SALE!****60 Fine  
Tweed and Serge Suits**Worth up to \$20.00. Silk lined models for Women and Misses **10.98****A REVELATION IN VALUE-GIVING FOR SHOPPERS AT THIS STORE!****FOR  
WOMEN****\$25 to \$45 New Spring Suits**

in Poiret Twills, Tricotines, High-Grade Tweeds

**\$18 to \$30**

THINK OF IT! Handsome Silk and Crepe-lined SUITS for Half and less Regular Prices. All sizes.

Box Styles and Tailored Styles. These SUITS cannot be duplicated elsewhere even more.

**FOR  
MISSSES****SPLENDID SALE OF MAGNIFICENT COATS!****FOR  
WOMEN****500 Coats and Capes****Ladies' Black Coats**JUST OPENED  
AT GREAT ECONOMY SAVINGS.  
All Sizes.**1 RACK ONLY  
18.00 COATS  
at 8.98****Magnificent Plain and  
Embroidered Coats****21.00**

Excellent assortment of advanced styles—COAT VALUES THAT WILL INTEREST EVERY WOMAN IN ST. JOHN'S. SHOP WHILE ASSORTMENTS ARE COMPLETE.

**45.00 to 65.00 Coats**

Desirable Garments taken from our highest priced ranges, to be sacrificed for quick disposal.

**33.00  
to  
47.50**

One of a kind only in THIS LOT. All the Season's wanted materials and colors.

**FOR  
MISSSES****An Exceptional Sale 500 Beautifully Trimmed****NEW HATS**

Values at 4.00, 6.00 and 10.00

**2.48 up to 7.98****Large Hats****Small Hats**

Bought at tremendous price concessions. We—following our usual custom—pass the savings on to you.

**Sports Hats****Street Hats**

Cantons, Taffettas, Hair Cloth, Silk and Leather combinations. Every shape and color you can imagine. Get here early while assortments are complete.

**LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION**