THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, APRIL 1.1, 1920-1

\$80,000 Sale \$80,000 Sale St. John's and Other Places to Be Offered for Two Weeks Beginning This Tuesday. 0 Eighty Thousand Dollars' worth of Wearing Apparel just now (when everybody's complaining of the very high cost of living) at prices that will bring to it a minimum. FOR THE BENEFIT OF WHOM IT MAY CONCERN we have been authorized to sell by Sale the entire stock belonging to the London, New 0 York and Paris Association of Fashion, Grace Building, Water Street, on account of their buyer securing enormous quantities of Ladies' and Gent's Ready-to-wear at prices that are worth while. They are consequently to-day much over-stocked AND ARE FORCED to offer their entire stock by sale at prices much below cost. Tradition later a second second second second Sale Prices guaranteed to run two weeks. Sale begins Tuesday. EVERY WOMAN IN ST. JOHN'S MUST ATTEND THIS SALE-COST OF LIVING BEING SO HIGH THAT IT IS A DUTY TO SHARE. SPECIAL. SPECIAL. SPECIAL. 500 Men's Suits, 1,000 DRESSES for \$24.98 HATS WORTH \$20.00. 400 SILK SLIP-ON and COAT and \$29.98. SWEATERS. Men's Rain Coats. Your choice of any Lady's Hat Every Lady and Missey in St. John's will be the loser if they cannot Regular value up to \$30.00. in stock for see this special. These Dresses come Now your choice for in Satins, Silks, Georgettes, in bead-\$5.98. Boys' Suits, \$6.00 and \$7.00. ed and other styles. Original values up to \$65.00. 500 LADIES' SUITS. Original values up to \$00.00. \$35.00 Men's Pants. These Suits afford a splendid opportunity for missees, grown-up sister or mother. The value without doubt cannot be equalled on this side of the Atlantic. 30 p.c. Reductions. 30 p. c. Reductions. 20 p.c. Reductions. 350 LADIES' NEWEST STYLE 30 per cent. Reduction **500 LADIES' RAIN COATS. EVENING DRESSES.** UMBRELLAS. 0 on our entire stock of Boys' Clothing, also Men's, in They come in Satin and Silk 0 Some of you ladies who will The biggest and best opportustock three months previous to date. materials, finished with the very latest handles of ivory and plain nity in town. Every Rain Coat have an opportunity of seeing 0 Men's Suits, \$18.00 to \$45.00 cord. For two weeks we will these Dresses will no doubt reat 30 per cent. reduction. Prices offer them at 30 per cent. reduc-Boys' Suits, \$9.00 up. alize what the Reduction means. guaranteed for only two weeks. tion. 500 BLOUSES-Voiles, Muslins, Linens, well embroidered and plain. Original values up to \$8.50. Now your choice for \$2.98. All we ask is that you see them.

20 p. c. Reduced on all those High-Grade Spring Coats, Suits, etc.

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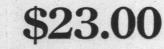
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which no doubt a number of the most fashionable women of St. John's would be interested in, as the entire line mentioned consists of only one of a kind. We think that this is a splendid opportunity for all those high class dressers to secure their new Spring Garments when opportunity affords their securing garments of this order at these tremendous reductions, especially now that the season for their use is about making its opening.

\$80,000 Sale

500 Men's Rain Coats

Military style Coats, worth \$49.00, now offering for



\$80,000 Sale

for two weeks only. Mothers and fathers of St. John's, don't fail to participate in these offerings; it is as necessary for you to attend this Sale as it is to attend your daily labours.

One more word to the wise and weary--This Sale is on the order of Sales ran by large Department Stores of America when under compression. It is where we get the idea and will say that it is the first of its kind in this country--a sale that will win us trade in abundance.

London, New York and Paris Association of Fashion

Grace Building, Water Street.