

London, New York & Paris
Association of Fashion

Elected! Unanimously!
As the Biggest Real Money-Saving
Event Ever Witnessed Here:--

London, New York & Paris
Association of Fashion

FIFTH ANNIVERSARY SALE!

Only a Few More Days--Sale Ends on Saturday, May 12, at 9.30 O'clock

Phenomenal Sale

New Trimmed HATS

BOUGHT AT GREAT PRICE CONCESSIONS.
SOLD ON THAT BASIS.

2.98 up to 7.98

New Hats just received
from New York.

These are not Sale Hats--nor are they hats usually found in sales. They are exclusive, the smartest, brightest, cleverest styles of the season. Pokes, Mushrooms, Large Brimmed Hats, Garden Hats, Off-the-face Hats and new flowered and lace trimmed Hats--in all the season's newest shades.

- New Hats for Dress Occasions.
- New Hats for Sports Occasions.
- New Hats for Business Wear.
- New Hats for Matrons.
- New Milan and Milan Hemp Hats.
- New Transparent Hair Braid Hats.
- New Canton Crepe and Taffeta Hats.

An occasion that once more emphasizes the fact that this Store--"THE STORE AHEAD" is St. John's foremost Millinery Shop.

**Millinery Department--
Second Floor**

Offering to the fashionable women of St. John's who believe in style without extravagance, the opportunity, right in the heart of the Spring Season, to buy

SUITS, COATS & DRESSES at 1-4, 1-3 to 1-2 off

Even extra size women can take advantage of this sale.

We have made a radical departure from our usual reduction sales so that every woman will have an opportunity to share in the EXTRAORDINARY SAVINGS OFFERED ON SEASONABLE APPAREL.

In addition to regular stocks are Special Lots of very fine apparel in a limited number of styles which were closed out to us by high class makers at Big Reductions who wanted to make quick disposal of their surplus assortments. These come in a complete range of sizes.

Garments taken from our regular stock of higher and highest priced assortments--not many of a style--in some instances only one or two of a model. But an assortment broad enough to give every woman, whether she wears a regular or extra size, an opportunity to buy a beautiful stunning SUIT, CAPE, COAT or DRESS or GOWN at a SAVING OF A FOURTH TO A HALF.

IN OTHER WORDS WE ARE LAUNCHING THE BIGGEST, MOST IMPORTANT and MOST REPRESENTATIVE OFFERINGS OF FINE APPAREL AT SACRIFICE PRICES that we have ever held.

SIZES 36 UP TO 52 INCHES.

**And all at Anniversary
Sale Prices.**

\$12.98
\$14.98
and
\$16.00
Values.

\$ 8.98
up to

\$12.98

\$17.50
\$18.48
and
\$24.00
Values.

\$14.98
up to
\$18.00

\$25.50
\$28.00
and
\$31.00
Values.

\$21.00
up to
\$24.98

\$33.00
\$35.00
and
\$39.00
Values.

\$27.00
up to
\$35.00

\$42.50
\$50.00
and
\$65.00
Values.

\$37.50
up to
\$50.00

Ready Every Day!

TO HELP EVERY MAN AND BOY SELECT HIS NEW CLOTHES FOR SPRING AND SUMMER. CHOOSE FROM THE LARGEST STOCKS IN TOWN

Hundreds of New Spring Suits, Spring Coats

At Positively the Lowest
Prices in the City.

Ready with the greatest assortment of Suits and Spring Coats ever known here. Hundreds of garments for choice--GREATER VARIETIES than you will find in ANY TWO OTHER STORES COMBINED. Sports Suits and Conservative Styles, in Single Breasted Models--College and Student Models--Business Men's Styles. With one and two pairs of Pants.

MEN'S PANTS A most extensive range in every conceivable pattern, material and size.

SEE

Boys' Suits

Ages 3 to 18 years.

**Men's and Boys' Dept.--
Second Floor**

Large Women's Apparel

Sizes 42½ to 52½.

AT ANNIVERSARY BARGAIN PRICES!
Very special attention has been paid to large Women's apparel: Dresses, Suits, Coats in newest slenderizing styles.

WE CANNOT ADVERTISE ALL OUR ANNIVERSARY OFFERINGS--Please bear in mind that we have hundreds of other equally important Anniversary Sale Specials in Ready-to-Wear Apparel that we haven't space to mention in our advertisements. Our Store is simply "crammed" with desirable and seasonable apparel at Anniversary Bargain Prices.

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION