

Thousands of Dollars' worth of Fresh, New, Seasonable Merchandise bought at tremendous reductions—sold at prices that in all probability will never be equalled. A Mammoth Value Giving BARGAIN FESTIVAL. Come every day, the more you buy the more you save.

**Commencing on Thursday,
March the 27th, at 9
O'clock Sharp**

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION

GRAND OPENING

A great event in every meaning of the word. A Sale for every thrifty family in St. John's and vicinity. Owning to the unprecedented values offered, no Mail, Phone or C.O.D. orders can be filled. All sales final. Come early. Entrance through main floor.

**Commencing on Thursday,
March the 27th, at 9
O'clock Sharp**

BARGAIN BASEMENT!

All Day Specials!

Values so extraordinary that in spite of Generous quantities—we cannot guarantee just how long lots will last. To avoid disappointment—Shop Early!

Waists Crepe-de-Chine, Taffetta, Tricolette, Canton Crepe. Values at \$4.00 **1.98**

Skirts Values at \$6.00. New Sports and Serge Skirts, in Plain and Pleated Models. **3.48**

Costumes Values at \$15.00. In Tweeds, Serges, Velours. Sizes 16 up to 36. **5.98**

House Dresses Magnificent new House Dresses Worth up to \$2.50. Only **1.29**

Gingham Dresses Every Dress Fresh, New, Crisp and Clean. A Festival of Bargains. **2.00**

Children's Gingham Dresses Ages to 14 years. Best quality Check Gingham. **98c**

Girls' Middies Values at 2.00 - - Only **98c**

Ladies' Rubberette Coats All sizes - - - **6.98**

BARGAIN BASEMENT

NEW SPRING COATS

**1000 NEW COATS Opened for This Sale
For Women, Misses' and Stylish Stouts**

WE POSITIVELY GUARANTEE EVERY COAT IN THE LOT TO BE WORTH FROM \$5.00 TO \$10.00 MORE.

Priced so low that Women will buy two and even three. **\$5.98** An unmatched Low Price that Defies Comparison. **\$10.50**

Come Early!
Pretty Sport Fabrics—Some three-quarter length—handsome wanted colors—Really a Sensation. Coats such as these are ordinarily sold at double and even treble this price. Come early!

New Overplaid—New Polaires—Smart new Stripes—Scores of Sport Fabrics. Just think of it! A BEAUTIFUL NEW SPRING COAT, fashioned just like the modern high-type garments that sell for two and even three times as much!

NEW SPRING DRESSES

FIVE FULL RACKS—ALL THE NEW SPRING STYLES.

\$1 \$5.98 \$7.98 \$8.98

SIZES—16, 18, 36 and 38 ONLY

Values at \$6.00.
40 only in this lot.
Sizes 16 to 38 only.
Fine Crepe-de-Chines.

**Serges -- Tricotines --
Poiret Twills**

Such quality never before priced so low. What woman can afford to deny herself a charming new SPRING DRESS when these are priced so low?

All Smart New Styles.
Never again may we be able to offer such beautiful DRESSES at so moderate a price.

9 to 11 O'clock Specials!

Sensationally Priced. Crowds will undoubtedly respond—Come early!

900 Pillow Cases Guaranteed Values at 90 Cents Each. — 3 to each customer — Made of very best materials—extraordinary values. **25c**

400 Ladies' Undervests Guaranteed Values at 80 Cents. Ladies' Fleece Lined Undervests—All sizes. **35c**

Towels! Towels! Splendid Hand Towels; easily worth 50 cents. Per Pair **15c**

500 Pairs White Cashmere Gloves Values up to 80 cents. Splendid quality—Some slightly damaged. Per Pair **5c**

Child's Panty Dresses Dress and Bloomer attachments—ideal for the little tots. Values at \$1.00. Sale only **45c**

Sweaters Values at \$3.00. New Spring Sports' Sweaters **\$1.98**

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION

Fashions and Fads.

Bindings and a vest of checked sports outfit. A simple crepe frock relies on pleatings of irregular length to give it the desired chic. The mandarin overblouse worn over a straight skirt makes a charming Black braid is extremely smart on a severely tailored suit of gray heringsbone tweed. Both the dull and shiny side of black satin are used to complete the chic of a simple frock. A tiny hat of pique straw has a rolled brim and a sealing wax monogram stamped on front. A wreath design in black felt is applied on a tinsel ribbon wound about a black turban. With the one-piece frock is worn a short box-coat with a high collar and long, flaring sleeves. A Russian plait is placed in the brim of a hat of navy Milan. center front of a turban of black satin in-backed moire ribbon. A monogram in black soutache is used on the felt-edged up-turned

MINARD'S LINIMENT FOR COUGHS