

FINAL WEEK OF 6TH

Sale of Kiddies Coats

Over 300 just opened. All the new shades, materials, trimmings. Ages 3 to 15 years. **3.98**
Values up to \$10.00

Towels! Towels!

Values up to \$1.20 per pair.
Large size, best quality Turkish Towels, **49c**
at only per pair

Bloomers! Bloomers!

400 pairs best quality Crepe Bloomers; all shades, all sizes. Values at \$1.00. Only **35c**

Children's COAT & DRESS SALE

Ages 3 to 16 Years. All New Modes Just Opened.
MOTHER—The New Season has not arrived for little daughter until she has her New Season's Clothes.

Coats & Dresses 4.98
The very newest things. All the new materials. All sizes

New \$10 & \$12 Coats 7.98

Velour and Polaire Coats, inside tie up to **12.98**
and flare back models, embroidered and button trimmed. All are lined. All sizes

Skirts 2.98

You women who have planned to pay up to **7.98**
\$5.00 to \$10.00 for a Skirt, see these first! Otherwise you will wish you had. All sizes, including Stout Sizes

Waists 98c

New Suit Blouses, excellent quality up to **2.98**
Georgette, Crepe-de-Chene, Silks, developed in the new season's styles. All the new shades and sizes

Gigantic One Price Sale of 600 DRESSES

GUARANTEED TO BE WORTH \$8.00 AND \$10.00 AND EVEN MORE!

TWO DRESSES TO EACH CUSTOMER!

NO MAIL ORDERS!

ALL SALES FINAL!

ON SALE ALL DAY!

COLOSSAL! STUPENDOUS! THIS DRESS OFFERING IS NOTHING SHORT OF PHENOMENAL IN VALUES, IN LOW PRICES AND IN QUALITY OF MERCHANDISE OFFERED. ALL SIZES.

\$2.98

POIRET TWILL DRESSES.

TRICOSHAM DRESSES.

JERSEY KNIT DRESSES.

TAFFETTA DRESSES.

Some Slightly Damaged.

150 Ladies' New SUITS

ONE TO A CUSTOMER

Sizes 16-18 and 36 only **\$2.98** Values at \$10-\$14 up to \$18

A Suit Offering that has no parallel--A sale that will make more friends than ever for our POPULAR BASEMENT

St. John's Most Comprehensive Assemblage of NEW DRESSES, COATS and SUITS

All the Newest MATERIALS STYLES and COLORS!

DRESSES

For Style, For Value, Surpasses Every Previous Effort.

A Collection that offers so wide a diversity of Styles that any and every individual preference may be gratified!

5.98 up to 9.98 11.98 up to 19.00 23.00 up to 27.00

IF YOU MISS THIS DRESS EVENT, YOU MAY AS WELL GIVE UP SHOPPING ALTOGETHER!

STOUT WOMEN: CAN FIND IN THESE ASSORTMENTS JUST THE DRESS SHE HAS BEEN SEEKING

A POWERFUL SALE OF 1400 STUNNING

Allmost all Just Opened.

COATS

Avail of Anniversary SALE Prices.

Coats that represent the Cream of the Season's Stocks--Coats that cannot be even approached in Values elsewhere!

5.98 up to 14.98 16.80 up to 25.00 29.00 up to 35.00

A SALE OF SALES! WOMEN! ONE YOU WILL APPRECIATE!!

A SALE OF HUNDREDS OF BRAND NEW

The Colors are THE BEST! Navy, Black, Tan Oxford, Fawn, Tweed.

SUITS

Suits for Misses. Suits for Women. Suits for Stout Sized Women.

8.98 up to 14.98 16.50 up to 25.00 28.00 up to 33.00

This is the Suit Store of St. John's!! and when we announce a sale, women knew they will find Extraordinary Suit Values prepared for them.

Again Demonstrating our Millinery Supremacy!

Ladies' New HATS! HATS!

Authentic in Style--Exceptional in Value

Prices Range:

Hats for Women. **2.48** Choose from Latest and Smartest

Hats for Misses. **UP TO 7.98** Millinery.

Hats for Matrons. **7.98**

A collection affording the widest variety to be found every new style effect, every new color of the season is represented.

Jacquettes

OR THE NEW SHORT COAT. Values up to \$20.00.

All the New Shades. All New Materials. **12.98** With a Skirt to make an ideal Outfit.

Your Wardrobe is not complete without one of these

Sweaters

In great demand for Spring and Summer wear; large assortments of chic and fashionable knitted wear **1.28 up to 3.98**

Knitted Suits

All the new Sports wear shades **8.98**

LONDON, NEW YORK AND PARIS