

London, New York & Paris
Association of Fashion

6th Anniversary Sale!

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Association of Fashion

The Master Stroke of Our Many Years in Business!!

COAT--SUIT & DRESS SALE SUPREME!

A Powerful Sale of 1400 Stunning

ALMOST
ALL
JUST
OPENED!

COATS

AVAIL OF
ANNIVERSARY
SALE
PRICES!

A Sale of SALES! WOMEN!--One You will Remember for Years!

In this COAT SALE are values that cannot be equalled elsewhere. COATS that represent every smart style of the season. We cannot too strongly urge you to make your Coat selection from the wonderful values featured in this assemblage.

5.98

THIS EVENT IS WITHOUT DOUBT
ONE OF OUR GREATEST MER-
CHANDISING ACCOMPLISHMENTS

9.98

14.98

COATS of fine Poirer Twill
COATS with Braid Embroidery.
COATS of Teddy Bear Cloth
COATS of Fashiona for Dress.
COATS of Fine Marvella.

16.80

18.00

COATS that cannot be duplicated in
Style, Texture or Workmanship, at these
ANNIVERSARY SALE PRICES.

22.00

25.00

COATS FOR
WOMEN, MISSES' and STOUT
WOMEN.

30.00

COATS EXCLUSIVE!

ONE OF A KIND MODELS--
Worth \$50.00 and \$60.00, and
even more--go in this Sale at
\$35.00. Every new feature in
distinguished models--every
new style and material. All
sizes.

35.00

COLORS:
BLACK, NAVY,
POUDRE BLUE, BRICK,
MOSS GREEN, COCOA,
RUST, MOCHA,
FAWN, GREY, BADGER.

Never in Our Business Experience have we
Offered a Greater Dress Sale!

DRESSES

OVER 2200 NEW DRESSES INVOLVED

FOR STYLE, FOR VALUE, FOR ASSORTMENT, THIS EVENT SURPASSES EVERY
PREVIOUS EFFORT!

A perfect galaxy of Beautiful
Models, suitable for any and
every occasion. Buy two for
the price of one!

5.98

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

6.98

OUR SALES PEOPLE ARE
EXCITED!

Our Sales Force are enthused as never
before! On every hand we've heard
exclamations of delight--"How can such
lovely Dresses be sold so low!"

8.98

ALL THE VERY NEWEST
MATERIALS, STYLES
AND COLORS!

9.98

OVER 16 RACKS OF
BRAND NEW DRESSES
IN THIS SALE!

11.98

200 EXTRA SIZE
STYLISH STOUT DRESSES!
The woman who requires size 44 to 54
will find in these assortments exactly the
Dress she has been seeking

14.98

EVERY DRESS NEW
FOR THIS SALE!
EXTRA SALESPERSON!
EXTRA SERVICE!

19.00

OUR TREMENDOUS BUY-
ING POWER, plus the
co-operation of Manufac-
turers alone, makes this
SALE possible!

23.00

IF YOU EVER ATTENDED A SALE
IN YOUR LIFE, YOU WILL AT-
TEND THIS MIGHTY EVENT!!

27.00

80 Sample Dresses from Leading Designers--

BEAUTIFUL DRESSES FOR STREET, AFTERNOON, THEATRE, OR EVENING WEAR--
MISSES', WOMEN'S AND STOUT SIZES.

The SUIT Department

completed a remarkable pur-
chase. We haven't seen values to
match them this Season!!

THE COLORS ARE
THE BEST!

Navy, Black, Tan, Grey,
Oxford, Tweed, Fawn,
Greystone.

SALE OF THREE HUNDRED SPRING

SUITS

8.98 14.98 22.50 \$25 \$28 \$33

STYLES

NEW BOYISH SUITS! NEW PENCIL STRIPE SUITS! NEW TWEED
SUITS! NEW BOX SUITS! NEW ETON COLLAR SUITS! NEW
STRAIGHT LINE SUITS! NEW EMBROIDERY SUITS!

SUITS FOR MISSES.
SUITS FOR WOMEN.
SUITS FOR STOUT
SIZED WOMEN.

This is The Suit
Store of St. John's

and when WE announce a SALE women
know they will find extraordinary SUIT
VALUES prepared for them--so before
you buy your New Suit, be sure and see
these.

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