

## Girls' Wear Specials

### Big Girls' Blue Serge Sailor Dresses

Splendid American Sailor Middy and Skirt attachment—ages 8 to 16 years . . . . . \$5.98

### Girls' Wash Dresses

Wash Dresses from well known makers, including "Pretty Maid." All pretty up-to-date styles. Ages 6 to 15 years . . . . . 98c

## Spring Blouses

Wonderful Selection and values. Every Blouse on Sale worth double. This is to be a WAIST SEASON—Buy yours NOW—New colors, new styles, new materials; all sizes for Misses', Women and Stout Women. 1.98 2.98 3.98

## Seasonable Skirts

Up to \$10.95 6.98 and 7.98  
The newest models approved for Spring wear—both pleated and Sports effects; the materials are fine Crepes, Velour Checks, Plaids and Stripes. In all wanted colors and sizes.

## LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION

Again Demonstrating Our Millinery Leadership!

## A Sale 1200 Spring HATS

JUST IN TIME FOR EASTER

Hats for Misses	2.98	Newest materials and colors. Hats for every occasion; clever New Poke models, close fitting and up-turning styles that are so fashionable and becoming; off-the-face and Matrons' Hats—all the new trimmings—	6.98
Hats for Women	2.98		7.98
Hats for the Bobbed Head Girl	3.98		8.48
Matrons' Hats	5.98		
If it's New it's Here If it's Here it's New			

BUY YOUR HAT IN THIS SALE AND SAVE!

## GIRLS' HATS

New Spring Styles—Splendid variety of Taffetas, Straws, Straw Cloths—Large, Small and Medium styles. Both mothers and girls will like these.

\$1.49 up to \$3.50

## GIRLS' RUBBERETTE COATS

Ages 3 to 15 years.  
Best quality Rubberette Coats, lined—Coat and Hat to match . . . . . \$6.98

## Stout Women's Sale NEW COATS, DRESSES, SUITS

We are, first and foremost, Stout Women's apparel Specialists, with a buying power second to none—enabling us to undersell competition—Compare!

### STOUT WOMEN'S COATS

all the new styles and shades. Prices

\$10.00 up to \$40.00

### STOUT WOMEN'S DRESSES

Dresses especially made for Stout Women.

\$14.98, \$20.00, \$24.00

### STOUT WOMEN'S SUITS

all sizes up to 52 inches—price groups to meet all.

# 6TH ANNIVERSARY SALE!

Overwhelming is the Response of the St. John's Public as this Great Sale Sweeps the City! 

Entering Second and Greatest Week of UNPRECEDENTED SELLING! "THE GREATEST OF THEM ALL," is the UNANIMOUS opinion of the thousands who participated in our Anniversary Sale offerings during the past week—and we are going right on for the duration of this SALE—offering New, Seasonable Merchandise, at unbeatable low prices. New Stocks being opened daily—assuring new, fresh merchandise at Banner Savings!

## SALE of DRESSES

Nearly 1400 New Dresses Involved!

Again, THIS STORE takes the foremost rank in Value-giving, by coming to the front with the GREATEST DRESS EVENT ever held in St. John's. It's a Great merchandising "Scoop," this ANNIVERSARY DRESS SALE, and the underpricing is the greatest in our history. Come early, regardless of weather—You need a new Dress for Easter.

7.98 10.98 16.50  
20.00 27.00

Not reduced stocks—but New Dresses just opened at Sale Prices.

<b>THE COLORS:</b> Blacks, Navys, Greys, Greens, Browns, Tans, and—all the other newest shades.	<b>THE MATERIALS:</b> Flat Crepes, Canton Crepes, Crepe Romaines, Roshanaras, Crepes, Poiret Twills, Taffetas, Silks.	<b>SIZES for EVERYONE!</b> MISSSES' SIZES 14, 16, 18, 20. WOMEN'S SIZES 36, 38, 40, 42, 44, 46.
---	--	---

## Dresses Distinctive—All One-of-a-Kind!

Captivating models for every occasion, all the new and different effects—Colors of Blue, Grey, Toast, Tan and Brick Dust— \$33.00 up to \$42.50  
models for all occasions. All sizes . . . . .

## SPRING SUITS

BUY YOUR EASTER SUIT NOW AND SAVE MONEY.

\$15.98 \$20.00

\$23.00

Here is your opportunity to buy your New Suit at a remarkable saving. Great special purchases, possible only because of our tremendous buying power, enables us to bring these super values.

\$25.00 \$30.00

\$35.00

Marvellous Suits — Tailored Suits, Costume Suits, Fancy Suits, Boyish Suits, Tweed Suits,

In fact, a collection of Suits that could not possibly be improved upon for diversity of selection. All the new spring shades of Tan, Grey, Check, Stripes, Navy and Black. Sizes for Misses and Women.

## Sixth Anniversary

## SALE OF COATS

WE FIRMLY BELIEVE THAT NEVER . . . at any time . . . in ANY SALE . . . have COATS . . . as smart, as fine, as these . . . been offered at THESE Prices. Choose any one of the Hundreds of Models . . . and you choose an UNPRECEDENTED value . . . at a TREMENDOUS SAVING!!

9.98 12.98 19.95 up to \$33

## Nearly 1000 Daringly Smart, New Spring Coats and Sports Coats

are featured in these groups, their distinctiveness of style, their rich quality, their superior tailoring is recognizable at the first glance—all the New Models, Styles and Colourings—in fact we could not begin to describe the fine Cloths from which they are made; all Silk lined—and selling for as low as \$9.98!!

## Exclusive one-of-a-kind Coats

Masterly designed COATS, in the most luxurious CLOTHS— \$35  
Replicas of Exclusive Models. Here are COATS that will instantly appeal to those women who wish to be truly "Different" UP TO \$40  
—one model is more intriguing than the other.