

**London, New York & Paris
Association of Fashion**

**Ladies'
Summer Waists**
98c

**Small Boys'
Hats**
60 to 90c

**White
Sport Skirts**
All Sizes
\$1.28

**London, New York & Paris
Association of Fashion**

FUR CHOKERS

JUST OPENED

Beautiful new Beige and Platinum Fur
Scarfs that regularly sell at \$22.00,
at \$14.98

SEE

Small Boys' Wash Suits
at
\$1.35 \$1.65 \$1.98

A Forced Sale! WOMEN!

To effect a sweeping clearance of our stocks we are
sacrificing profits and offering these garments at
about cost, at cost, and even less than cost.

ALL THIS WEEK SUITS

Hundreds of Garments—the Season's Best Selling
Models! You wouldn't buy the materials in them for
what they are now offered for.

IN FOUR GROUPS—

GROUP NO. 1— Up to \$18. Now \$10.98	GROUP NO. 2— Up to \$27. Now \$18.00
GROUP NO. 3— Up to \$35. Now \$26.00	GROUP NO. 4— Up to \$40. Now \$31.00

COATS

All \$15.00 Coats, \$12.98
All 25.00 Coats, 16.67
All 35.00 Coats, 21.00
All 45.00 Coats, 25.00
ALL SIZES—14 UP TO 52 INCH.

**All Higher Priced Models
at
1-3 OFF**

JULY SALES

Could'nt crowd all the JULY BARGAIN OFFERINGS for this week in any
one newspaper advertisement, so in addition to the items featured here, bear
in mind there are hundreds of other specials that space prevents us from adver-
tising. So if you do not find what you are looking for here, COME TO THE
STORE and you will find hundreds of OTHER ITEMS at BARGAIN PRICES.
We have prepared for a record week—and if you want to SAVE MONEY for
the WHOLE FAMILY, do your buying at the **London, New York
and Paris Association of Fashion** this week.

JULY IS DRESS MONTH

This is the month that St. John's women come to this Store by the hundreds to fill their Dress needs—for
this is the month when we feature a Dress Sale every day—and offer Bargains at every Sale. It doesn't make
any difference what kind of a dress you want. You are sure to find it here. Whether it is a dress for the
Junior or Miss—whether it is for Mother, who wears a regular size or extra large size—whether it is a
Wash Dress or Silk Dress, Street Dress, or a Party Dress, or a Dress for vacation wear—IT'S RIGHT HERE
and YOU'LL BUY IT FOR LESS!

Sale 1200 Wash Dresses

JUST OPENED

1.45, 3.48, 5.50, 7.98

MATERIALS.	COLORS.	SIZES.
Dotted Swisses—Tissue Ging- hams, Normandy Voiles, Check- ed Gingham, Woven Tissues, Figured Lawns, French Ging- hams, Woven Voiles.	WHITE NAVY BROWN LAVENDER GREEN.	TAN PINK BLUE ROSE MISSSES—16 to 20. WOMEN'S—36 to 46. STOUT SIZE WOMEN— Sizes 48 up to 52.

Hundreds of New Silk Dresses

THE MOST WONDERFUL COLLECTION OF FINE DRESSES EVER EXHIBITED IN THIS CITY
AND AT EXTRAORDINARY SAVINGS.

5.98, 12.98, 14.98 25.00, 29.98

These are a few of the Fabrics:—
CANTON CREPE, FLAT CREPE, SPORT SILKS, ROSHANARA CREPE, GEORGETTE, ORIEN-
TAL PRINTS—Made up to the smartest and newest styles for Sport, Street, Afternoon, Travelling, or
Business wear. All sizes from 14 to 54 inches.

Stout Men

Just put on display, complete ranges Stout Men's
Suits; sizes 42 up to 52 inches. Stout Size Separate
Pants just opened, sizes 42 to 52 inches.

Girls' COATS, DRESSES and NEW HATS

Just put on Display

Every Mother will want her daughter to have one of
these Coats, Dresses and Hats for the Holiday—all
magnificent models. Sizes 6 to 16 years, with special-
ized models in both Coats and Dresses for the grown-
up girl—all at Banner Savings.

MEN!

Here's YOUR SHARE
for this week:

Sale 300 Brand New 1 & 2 Pants Suits

TWEEDS, WORSTEDS, CASSIMERES, SERGES,
Many Fancy Suitings. Forget your size. Just put it
up to us to fit you. There are STOUTS, SHORTS,
LONGS, every make and model.

Price Range

12.75 up to 43.50

MEN'S TROUSERS
They're \$4.00 to \$4.50 kind
Sale \$2.98

ALL MEN'S SPRING COATS
Complete range of colors and sizes to choose from. **15 p.c. OFF**
**15 P.C. OFF ON ALL BOYS' SUITS—KNICKER
SUITS, JUVENILE SUITS, TOP COATS—
THIS WEEK ONLY—15 P.C. OFF.**

New Blouses
You'll need for holiday wear. Beautiful Batik and
Egyptian Prints and Georgette, in newest colors and
combinations.
\$2.48 up to \$5.00

Hundreds of SPORT SKIRTS
ALL COLORS AND ALL SPORT MATERIALS.
\$1.28 up to \$3.98

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION