

## THE EVENING TIMES-STAR, ST. JOHN, N. B., WEDNESDAY, JUNE 4, 1924

AN IMPORTANT

Sale of Coats

And Capes of the Better Kind Begins Wednesday Morning at London House A BIG CUT IN PRICES (See Window)

A timely Sale of the most fashionable Coats in our stock. Below are listed a few of the many models that take a cut in price during this Sale.

Crocodile camel hair model

Crocodile camel hair model in sand, a smart full back style, has crepe de chene lining throughout. Reg. \$52.75. Sale \$34.75 Smart top coats, new shadow plaids in black and white, or sand and brown. Reg. \$29.75. Sale \$19.50 Smart peur come coatt invite

Smart new cape coat, invis-ible plaid in sand, the cape may be worn as a scarf. This model is trimmed with braid bindings

in contrast, lined throughout brocade lining. Reg. \$39.75. Sale \$24.75

Navy velvetone imported model, trimmed white pipings and white fur collar, lined throughout white canton crepe. Very stunning. Reg. \$59.75. Sale \$39.50

Sale \$39.50 Jacquard Teddy Bear cloth coat imported model in fawn with crepe de chene lining. Reg. \$59.75. . . Sale \$39.50 A full back top coat with gray and blue bold stripes, satin lined. Reg. \$37.75.

Soft English wool coat, wrap around style, grey invisible stripes, fastens at side with

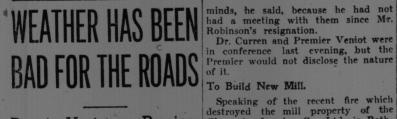
large button. Reg. \$29.75. Sale \$19.50

Another full back style with

## "WATER BABY" OPENS SEASON.



Jacky Ott, world's most famous "water baby," aquatic marvel of Miami, Fla., is shown getting in trim for the bathing season. He has mastered the art of riding a surf board and inset is a close-up of the tiny water nymph.



To Build New Mill.

Premier Veniot says Province Facing High Expendi-tures for Repairs. That the province would have to spend more money this year in road patrol and repair work than in any two previous years because of the con-tinued wet weather was the opinion of Hon. P. J. Veniot, Premier and Minis-ter of Public Works, expressed in an interview last night. The roads were not in good shape, he said because of

40 High-Grade Floor Rugs On Sale Thursday

## In Our Carpet Department

Balances left from Thursday's Sale will remain at sale prices until Monday, June 9th, only. Rugs include Brussels, Axminsters and Wiltons in choice qualities and a range of very desirable patterns and color blendings—Not a poor rug in the assortment. These are the same quality as are selling in our regular stock at much higher prices.

This is undoubtedly the greatest Rug-Buying opportunity we have been able to offer for years. You are not likely to see such wonderful values again for a long time.

Sale Is For Four Days Only

As you can see-quantity is limited. Early buyers will have the choice of patterns and colors. NO APPROBATION-NO RESERVE

Included in the sale are:

Axminster Rugs Brussels Rugs

Wilton Rugs

