

# A DRIVE FOR 1000

HERE IT IS!--The Master-Stroke of Our Many Years in Business!

We appreciate that it is YOU--the People of St. John's and vicinity--who are largely responsible for our wonderful growth and substantial success. We extend our thanks to the thousands of our loyal customers--and further, extend an invitation to STILL MORE THOUSANDS OF NEW CUSTOMERS, that we may acquaint them with the methods responsible for our Phenomenal Success.

750 <b>Brassiers</b> Values at 50c. Fine Cotton Lisle All sizes.	SALE 1200 <b>Bloomers</b> Values at \$1.30 English Sateen and Striped lingetts, reinforced crotch.	SALE <b>1000 LADIES' UNDERVESTS</b> 4 to a customer. All sales final. None to dealers. No Mail Orders.	600 <b>Cotton Waists</b> 59c	400 <b>House Dresses</b> All Sizes. All nice patterns.
<b>12c</b>	<b>49c</b>	<b>16c</b>		<b>98c</b>

**SALE**  
**Stout Women's Apparel**  
Slenderizing Coats for large women. All the new shades, including Black. Sizes 44 to 56.  
**12.50 \$18 \$24 \$26**  
SLENDER LINE

**Dresses for Stouts**  
The new Dress modes for stout women. All materials, shades.  
**\$9 up to \$30**

**New! New! New!**  
**HATS - HATS**  
A Sensational Purchase of over 800 New Hats--secured at unheard-of concessions.  
Regular \$3.38 and \$4.98 Values  
Sport Hats Misses' Hats Matrons' Hats A Hat for everybody.  
The newest Summer models--Styles suitable for all occasions for all Costumes and all tastes. For Misses' Women and Matrons.

**200 Regular 5.98 Hats at 3.00**  
**200 Regular 4.98 Hats at 2.00**

**Jacquettes**  
Values at \$14.00.  
Just the thing for Sport wear.  
**Sweater Coats 6.98**  
Wonderful Values.  
All the new shades; all sizes.

**WOMEN! Choice of the House--**  
**All COATS & SUITS**  
HUNDREDS OPENED AND ON DISPLAY FOR THE FIRST TIME! AND ALL PRICED TO BRING NEW CUSTOMERS TO THIS STORE.  
**8.98 10.50 12.98 14.98 16.95 \$22 \$26**  
YOU CAN AFFORD A SUIT AND COAT WHEN BARGAINS LIKE THESE ARE AVAILABLE. EVERY GARMENT BEING OFFERED AT A SAVING OF NOT LESS THAN 30 TO 50 PER CENT. EVERY SIZE--EVERY MATERIAL. ALL SALES FINAL.

**The Biggest Dress Event Ever Held Here!**  
**2000 SUMMER DRESSES**  
Women's, Misses' and Extra Sizes.  
VALUES UP TO \$25.00.  
NEW PRINTS.  
NEW ROSHANARAS.  
NEW CANTONS.  
NEW GEORGETTES.  
Compare these Dresses with others offered at double.  
**9.98 12.95 15.95**  
NEW FLAT CREPES.  
NEW CANTON CREPES.  
NEW CREPE BACK SATINS  
PRINTED CREPES.  
Models for all occasions.

**900 New Waists AND Overblouses**  
**2.98 3.98 4.98**  
Every imaginable new style, new shades and sizes included. All wanted materials.

**Women's Skirts**  
Pleated Roshanara Crepe Models--all the new shades; all sizes.  
**5.98 and 7.98**  
**New Baronette Satin Skirts**  
WHITE and BLACK.  
**5.98 and 7.98**  
**NEW TWEED SKIRTS, 5.98**

**PRINCESS SLIPS**  
Heavy Silk Jersey--Knife-Pleated flounces, in beautiful two-tone effects. All shades; all sizes.  
**5.98**  
**PETTICOATS**  
Heavy Silk Jersey; all shades, accordion pleated flounces  
**3.98**

**Another Sensation!**  
**2000 New SUMMER DRESSES**  
Released by a well-known maker of best quality Summer Street Dresses, to us at prices that enable us to launch our Greatest Summer Dress Sale.  
**1.28 2.98 3.98**  
Women--Stout Women--Misses--will buy sufficient Dresses for the entire season. Never such a gathering--never such values  
**4.98 5.98 6.98**  
Imported Gingham, Voiles, Beautiful Linens, Dotted Swiss Shantung, Printed Crepes.

**Mothers!**  
**GIRLS' New HATS DRESSES, COATS**  
HATS for the little tot and bigger girl--over 300 just opened--all the new season touches  
**1.29, 1.98, 2.50, 2.98**  
**Dresses and Coats**  
**3.98, 4.98, 5.98, 6.98**  
A new comprehensive assortment--all sizes.

**LONDON, NEW YORK AND PARIS**