

Kiddies Serge Dresses

Ages 2 to 6 years **1.98** Values up to 3.50

Ladies' House Dresses

All sizes **1.45** worth double

London, New York and Paris Association of Fashion

Misses' and Women's Jersey Suits

COME EARLY. Only a limited lot to sell. NO EXCHANGES.

10.98

Another Record-Breaking Week of Value-Giving Starts To-Day!

Reliable Merchandise--of Standard Quality--and Offered at the Lowest Possible Prices!

A Big Contribution

from

Our Clothing Dept.

800 Men's Suits

TAKEN RIGHT FROM OUR REGULAR STOCK.

Drastically Reduced

Wonderful choice of Sports and Conservative Models that young fellows like; also two and three and four button models in the more conservative styles for the older man. THE FABRICS ARE STRICTLY ALL-WOOL CHEVIOTS, WORSTEDS and TWEED MATERIALS. Light and Dark colors in a big variety of Stripes, Plaids, Checks, mixtures of every description. You will find just the Suit you want—with ONE or TWO PAIRS of PANTS—in just the material and size you want.

Men's Pants

Magnificent showing, including all materials, colors and sizes at greatly reduced prices.

A Great One Week Special!

250

Men's Spring Coats

At a most Astounding Saving!

We take 5.00 off the cost of every Man's Spring Coat in our store--for this week only

Smart New High-grade Coats—selected from the best makers—all desirable shades of Dark, Medium and Light Greys—Models for every-age man.

250 MEN SHOULD COME HURRYING IN FOR THIS MOST UNUSUAL—MOST EXTRAORDINARY OFFER!

500 Boys' 2 Pair Pants Suits

at Greatly Reduced Prices

GREAT ECONOMY APPAREL SALE Throughout Our Entire Store

BRING SAVINGS ON NEWEST—MOST-IN-DEMAND DRESSES, COATS, SUITS THAT YOU CANNOT DUPLICATE ANYWHERE ELSE IN THE WHOLE CITY OF ST. JOHN'S (QUALITY CONSIDERED) AT THESE REMARKABLE ECONOMY PRICES.

NEWLY PURCHASED—AND OFFERED BELOW REGULAR WHOLESALE PRICES.

FOR WOMEN

\$18 to \$23 Silk Dresses

Satin Face Crepes, Prints, Laces, Cawdons

FOR MISSES

12.98 to 16.50

A DRESS SALE that should have a whole page to advertise it to the public—so wonderful are the values. All sizes.

Street—Dance—Party—Theatre—Resort Frocks—New style hits featuring every sort of rich Crepe in Plain and Prints and other favored materials.

QUICK ACTION SALE!

Two Racks Silk Dresses

Values up to \$18.00. Sizes for Misses and Women **6.98**

QUICK ACTION SALE!

STARTING THE SEASON WITH A SALE OF Summer Dresses

Organdies, Dotted Swisses, Gingham. \$6.00 and \$8.00 values **3.48**

QUICK ACTION SALE!

60 Fine Tweed and Serge Suits

Worth up to \$20.00. Silk lined models for Women and Misses **10.98**

A REVELATION IN VALUE-GIVING FOR SHOPPERS AT THIS STORE!

FOR WOMEN

\$25 to \$45 New Spring Suits

in Poiret Twills, Tricotines, High-Grade Tweeds

FOR MISSES

\$18 to \$30

THINK OF IT! Handsome Silk and Crepe-lined SUITS for Half and less Regular Prices. All sizes.

Box Styles and Tailored Styles. These SUITS cannot be duplicated elsewhere even for more.

SPLENDID SALE OF MAGNIFICENT COATS!

FOR WOMEN

500 Coats and Capes

FOR MISSES

Ladies' Black Coats

JUST OPENED AT GREAT ECONOMY SAVINGS. All Sizes.

1 RACK ONLY **18.00 COATS at 8.98**

Magnificent Plain and Embroidered Coats

21.00

Excellent assortment of advanced styles—COAT VALUES THAT WILL INTEREST EVERY WOMAN IN ST. JOHN'S. SHOP WHILE ASSORTMENTS ARE COMPLETE.

45.00 to 65.00 Coats

33.00 to 47.50

One of a kind only in THIS LOT. All the Season's wanted materials and colors.

An Exceptional Sale 500 Beautifully Trimmed

NEW HATS

Values at 4.00, 6.00 and 10.00

Large Hats
Small Hats

Sports Hats
Street Hats

Bought at tremendous price concessions. We—following our usual custom—pass the savings on to you.

2.48 up to 7.98

Cantons, Taffettas, Hair Cloth, Silk and Leg-horn combinations. Every shape and color you can imagine. Get here early while assortments are complete.

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION