

A MASTERFUL DEMONSTRATION--A SALE THAT ALL ST. JOHN'S HAS BEEN WAITING FOR--OUR

# ANNUAL EASTER SALE!

**We are going to Celebrate for Ten Days with a Value-Giving Sale that will stir the City**

You will get some idea of the scope of this Sale when we tell you that preparations for it have been underway for more than two months. Our buyer has scoured the markets for and has secured values that will make this event a never-to-be forgotten one. And now we are ready to greet the great buying public at the "Sale of Sales."

**WHAT AN OPPORTUNITY!** Easter almost here—and here we are offering highest grade Easter apparel for the whole family at prices that you will positively never again be able to duplicate. Remember, we specialize in Ready-to-wear, and our always lowest prices are still lower in this Sale. Come! The more you buy the more you save.

## Incomparable \$25 New Spring Dresses \$12.98 & \$14.98

Never could we sell Dresses of this character for so little were it not that manufacturers gave them to us (in some instances) below cost of production. We pass the savings on to you.

**STYLES** Newest, Draped, Panned, Pleated, Circular and Basque Fashions.

**MATERIALS:** Paisley, Prints, Flat Crepes, Taffetas, Laces, Cantons, Poiré Twills.

Dresses so lovely they defy all description; colors, all that fashion sponsors; Dresses for all occasions.

## SPRING DRESSES

Including high class exclusive models in Paisleys, Alltime Crepe, Silk Knits, Taffetas, Women's and Misses' sizes . . . . . **\$19.98 & \$25.00**

## SALE! Men's Suits, Spring Coats and Raglans

JUST OPENED AND READY FOR YOUR INSPECTION.

Suits for big boys, young men, business men and elderly men. Mostly conservative colorings and patterns in materials of durable textures; Herringbones, Tweeds and Serges. Prices to suit every purse.

**SPRING COATS**—Magnificent ranges in Dark, Medium and Light Greys, Browns and Mixtures; in straight, ulster or raglan styles; all sizes.

## — ALSO — See Our Men's Waterproof Raglans

Men's Department—Second Floor.

## Men's Separate PANTS 1000 PAIRS

Undoubtedly the greatest variety ever shown here; any color, material, size or price.

## EXTRA! Misses' & Women's New SPRING DRESSES 5.98 and 7.98

This is one of the outstanding features of our Easter Sale. The Dresses are worth up to \$12.00. In Cantons, Crepes, Tricotines, Taffetas. All new styles and colors.

## Wonderful Showing & Sale of New Spring Coats & Wraps

These are the finest Coat values with the greatest savings that the new Spring season will bring. Newest styles and latest sports materials, and prices lower than any other store in St. John's.

Coats for the Easter Holidays, latest sports styles: Polos, Tweeds, Velours. Actual \$20.00 values

**16.88 to 27.50 9.98 to 12.98**

RANGES A LITTLE HIGHER PRICED ALSO ON DISPLAY.

## Dresses Distinctive

Unsurpassed—in variety—in authentic presentation of newest styles—in richness of colorings and textures—in value. A colorful and charming collection.

Eloquent of true grace, artistry and beauty. In Flat and Canton Crepes, Taffeta, Paisley, Crepe Back Satin, Lace, Alltime Crepe, Egyptian Prints. Colors that are indescribably lovely—Citron, Mauve, Cinnamon, Blue Shades, Lanyin, Green, Lentil, Almond, Brown, Black.

On Display Second Floor.

## Sale of New Spring Hats

ABSOLUTELY THE MOST WONDERFUL VALUES EVER OFFERED IN THE CITY. THIS IS THE SALE THAT HUNDREDS OF WOMEN HAVE BEEN WATCHING FOR.

**\$6 \$7 \$8**

## New Spring Hats

Here is your New **\$1.98** to **\$4.98** Never before has there been an Easter Hat at a wonderful saving . . . . . Easter Sale of Millinery offering such values.

Quaint pokes, fascinating mushrooms, and off-the-face effects; pretty side roll; models trimmed with large bows, embroideries, flowers, fruits and fancies.

**OTHER  
WONDERFUL  
HATS  
WORTH UP TO \$12.00,  
\$6.98**

New Spring materials: Milan, Tagal, Timbo, Hemp, sewed row and row and combinations in fascinating colors.

Millinery Dept.—Second Floor

## New Spring Suits

In a limitless assortment of materials. When you see the styles, when you examine the workmanship, when you look at the silk linings and note the effective embellishments, you will need no further word to convince you that your costume is here for you.

Prices ranging from **\$12.98 up**

MOTHERS, SEE OUR NEW ARRIVALS IN

## Boys' Spring Suits

Complete ranges have just been opened in Wool Tweeds, Cassimeres, Serges and Cheviots; all with two pairs of Pants, fully lined; Extraordinary values; all sizes from 3 up to 17 years.

## SPECIAL!

145

**Boys' 3-Piece Suits**  
COAT, PANTS and VEST  
at only

**\$3.98**

In good serviceable Tweeds, and guaranteed values at \$8.00. Sizes 7 to 14 years.

Also a limited range only of **BOYS' SUITS**

ages 3 to 6 years, at

**\$1.98**

Values at \$4.00.

Boys' Department—Second Floor.

## EYE OPENERS!

COME EARLY FOR THESE SPECIALS.

We cannot guarantee how long they will last; the prices are so remarkable that there will be a great demand for them.

**\$1.00  
CAMISOLES  
45c**

50c. and 75c.

**Ladies'  
Under Vests  
3 for 45c**

## Child's Panty Dresses

at **88c**

Worth \$2.00.

**Child's  
Woolen  
Leggings  
98c**

Values at \$2.00.

450 NEW SPRING WOOL

## Sweaters

Values up to \$5.98.

Slip-ons Tuxedos, Coat and Russian Blouse effects,

**\$2.98**

A MAGNIFICENT RANGE OF

## Skirts

and

## Waists

Just opened, in a limitless range of colors, materials, styles. Prices in keeping with Easter Sale Prices; all sizes.

# LONDON, NEW YORK AND PARIS ASSOC. OF FASHION