

London, New York & Paris Association of Fashion

FOR GREATER SELECTION AND LOWEST-IN-THE CITY-PRICES.

A Feature that will Attract City Wide Attention-- Girls' Coats and Dresses

An Event Mothers will Appreciate. Daughter's Easter Clothes are Here. THE COATS—Really wonderful Coats—New Styles for Spring. Polaires and Overplaid in new shades such as Tan, Blue, Rose. Mothers and girls will like these. \$3.58 \$7.50 \$12.98 THE DRESSES—Girls' Navy and Coloured Serge Dresses, beautiful models, plain and trimmed, and ideal for school or best wear. \$2.98 up to \$5.98

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NO MATTER WHAT YOU CAN BUY IT ELSEWHERE FOR YOU CAN BUY IT HERE FOR LESS.

Bargain Basement Offerings!

Just Put on Display--New Spring

- 400 Skirts - - \$2.48
Worth up to \$6.00
- 200 prs. Bloomers - 59c
Values at \$1.20
- Best quality Waists - 98c
- House Dresses - 1.28
Worth \$3.00
- Gingham Dresses - 2.00
Values at \$3.80
- 300 Women's & Misses' Middies 98c
- Ladies' Spring Coats 5.98
These Coats are worth double.
- 600 Children's Rompers - 21c
- Children's Party Dresses - 78c
Very best quality, well finished. Worth \$1.50

Dresses : Coats : Suits

New Spring Garments at big Savings. 5.98 7.98 8.98 Values that will be the talk of the town.

Hundreds of Brand New Spring Garments that we are featuring so much below regular prices during this Sale—sure to bring thrifty shoppers from all over St. John's to our basement.

Towels : Towels : Towels

Guaranteed values at \$2.00 per pair. Very best quality Turkish Towels. Large size—the best grade of Towels ever offered on Sale and only 49c per pr.

LOOK! MOTHERS, What the BASEMENT HAS FOR YOU--

500 Boys' Wash Suits

Good news to thrifty Mothers. 1.65 Do not wait until later when you will pay double for these.

Buy two Suits at the usual cost of one! NOW. Styles—Middy Suits, Oliver Twist, French Middy, Sailor.

Centre Pieces, worth \$2, only 98c

Boys' Best Underwear - 49c

Girls' Undergarments - 49c

6TH ANNIVERSARY SALE!

Men's and Boys' Clothing Sale!

- BOYS' BRACES 12c.
- BOYS' SEPARATE PANTS 98c.
- BOYS' FELT HATS 50c.
- BOYS' SWEATERS 39c.
- MEN'S CAPS 50c.
- MEN'S SUSPENDERS 18c.

Small Boys Wear

- Boys' Blue Serge Sailor Suits . . . 5.98
- Boys' Sailor and Middy Wool Suits 4.50
- Boys' Wool Knit Suits . . . 2.98 & 3.98
- Boys' Blue Sailor Spring Coats, 6.98

- Men's Separate Coats, 4.98
- Men's Blue Raglans, - 27.50
best grade
- Men's Separate Pants, 1.98
up

Record Savings on Men's and Boys' New Spring Apparel!

Sensational new purchases have been made for this Sale. Achievements extraordinary. Prices down to wholesale and less. The new arrivals have brought our stocks up to the highest point for both value-giving and variety. At a glance you'll realize why this store is recognized as apparel headquarters by hundreds of well-dressed men and boys. Values like these now on sale cannot even be approached elsewhere.

Men's 1 & 2 Pants Suits and Top Coats

Guaranteed Savings of \$10 to \$15 for Anniversary Sale!

Up to \$16 Suits & Spring Coats	Up to \$22 Suits & Spring Coats	Up to \$30 Suits & Spring Coats	Up to \$38 Suits & Spring Coats	Up to \$45 Suits & Spring Coats	Up to \$60 Suits & Spring Coats
11.98	16.50	22.00	29.00	35.00	43.00

Here are some of the interesting features--

Hundreds of Suits in new two-tone Check and Velour effects. A large assortment of various color Grey Suits in light, dark and medium. Suits in new Blues and Heather shades, in Scotch mixtures in loose easy fitting models. Suits for young men, men, and the stout sized men. Spring Coats in dark, medium and light Greys; all perfect fitting.

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Mothers, Just Look!

EXTRAORDINARY VALUES IN **Boys' Clothing**

A wonderful array of New Spring Suits for the boys. Bought especially for this Sale.

Boys' 1 and 2 Pants Suits

Ages 8 to 18 years

6.98 9.98 12.98 14.98

Bona fide and wonderful values! All you have to do is to come in and see for yourself that this Store has the best values—Greater and Better varieties than any other store.

BOYS' SPRING COATS

New Swagger Tweeds for the big and little boys—Just the right weight for Spring and Summer evening wear.