

London, New York & Paris
Association of Fashion

All Roads Lead to the Greatest
Economy Event in the History
of the Country--

OUR

London, New York & Paris
Association of Fashion

6TH ANNIVERSARY SALE!

AN EPOCH-MAKING EVENT! :: THE SALE WITH A PUNCH!

Be sure and attend this SALE, no matter how bad the weather may be! And COME PREPARED to find the VALUES OF YOUR LIFE, for you'll get much more than you're looking for! Remember, that all the NEWEST SPRING APPAREL, from the Fashion Centres of the world is on display for your choosing—at unbeatable Low Prices.

MORE THAN A SALE :: A CELEBRATION!

OUR SIXTH ANNIVERSARY SALE is a Feast of Values Unparalleled in Store-Keeping Annals--YOU are cordially invited

TO COME -- TO SHARE -- TO PROFIT

SIXTH ANNIVERSARY SALE of COATS

WE FIRMLY BELIEVE THAT NEVER at any time in ANY SALE have COATS as smart, as fine, as these been offered at THESE Prices. Choose any one of the Hundreds of Models and you choose an UNPRECEDENTED value at a TREMENDOUS SAVING!

9.98 12.98 19.95 \$27 \$33

Nearly 1000 Daringly Smart, New Spring Coats and Sports Coats

are featured in these groups, their distinctiveness of style, their rich quality, their superior tailoring is recognizable at the first glance—all the New Models, Styles and Colourings—in fact we could not begin to describe the fine Cloths from which they are made; all Silk lined—and selling for as low as \$9.98!

Exclusive one-of-a-kind Coats

Masterly designed COATS, in the most luxurious CLOTHS—Replicas of Exclusive Models. Here are COATS that will instantly appeal to those women who wish to be truly "Different"—one model is more intriguing than the other.

**\$35
UP TO
\$45**

Anniversary Sale of NEW SPRING SUITS

Here is your opportunity to Buy your NEW SUIT at a remarkable saving... Great Special Purchases, possible only because of our tremendous buying power—enables us to bring these super values to St. John's City Women. **BUY YOUR EASTER SUIT NOW! And SAVE MONEY**

\$15.98

Marvelous Suits \$25.00

\$20.00

Tailored Suits, Costume Suits, Sports Suits, Fancy Suits, Boyish Suits—in fact a collection of SUITS that could not possibly be improved for diversity of selection. Spring shades of Tan, Grey, Check, Stripes, Navy and Black

\$30.00

\$23.00

\$35.00

SIZES FOR MISSES, WOMEN & STOUT SIZES

100 Spring Coats \$5.98

easily worth \$10.00. All sizes for Misses and Women.

1000 Children's Rompers

Values at 75c. Ages 1 to 7 years.

21c

300 Children's Spring Coats \$3.98

ages from 4 to 16 years

Superb Values

SPECIAL!

94

New Spring Suits \$8.98

All materials, shades and sizes.

Skirts \$2.48
Sweaters 1.98
Bloomers 59c.
Waists 98c.
Underskirts 85c.
House Dresses 1.28
Middies 98c.

SALE of DRESSES

Nearly 1500 New Dresses Involved!!

Again, THIS STORE takes the foremost rank in Value-giving, by coming to the front with the GREATEST DRESS EVENT ever held in St. John's. It's a Great merchandising "Scoop," this ANNIVERSARY DRESS SALE, and the underpricing is the greatest in our history. Come early, regardless of weather—You need a new Dress for Easter.

\$7.98 \$10.98 \$16.50 \$20.00 \$27.00

THE COLORS:

Blacks, Navys, Greys, Greens, Browns, Tans, Sands—and all the other newest shades.

THE MATERIALS:

Flat Crepes, Canton Crepes, Crepe Romaines, Roshanaras, Crepes, Poiret Twills, Taffettas, Silks.

SIZES for EVERYONE!

MISSES' SIZES

14, 16, 18, 20.

WOMEN'S SIZES

36, 38, 40, 42, 44, 46.

Dresses Distinctive--All One-of-a-Kind!

Captivating models for every occasion, all the new and different effects—Colors of Mole, Grey, Toast, Tan and Brick Dust—models for all occasions. All sizes **\$33.00 up to \$42.50**

Again Demonstrating Our Millinery Leadership!

A Sale 1000 Spring HATS

Hats for Misses **2.98**
Hats for Women **2.98**
Hats for the Bobbed Hair Girls **3.98**
IF IT'S NEW IT'S HERE. **5.98**
IF IT'S HERE IT'S NEW.

Newest materials and colors. Hats for every occasion. Clever new Poke Models, close-fitting and upturning styles that are so fashionable and becoming. Off-the-face and matrons Hats—all the new trimmings. **6.50 7.98 8.48**

BUY YOUR HAT IN THIS SALE AND SAVE!

JERSEY KNIT DRESSES, SWEATERS, AND JACQUETTES--SALE SUPREME!

JERSEY KNIT DRESSES.

Just opened a splendid assortment Jersey Knit Dresses. All sizes and shades . . .

\$8.98

SLIP-ON SWEATERS.

The widest assortment of New Spring Sweater wear ever shown. Real values . . .

\$1.98, \$2.98

JACQUETTES.

Your wardrobe is not complete without one of these—all the new shades. Worth \$20.00

\$11.98

SALE NOW AT IT'S HEIGHT