

London, New York & Paris
Association of Fashion

St. John's Greatest Apparel Event
Entering Third and Most-Sensational
Week of Unprecedented Selling. : :

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FIFTH ANNIVERSARY SALE

THE PAST TWO WEEKS HAVE BEEN BUMPER ONES IN THIS SALE OF SALES--and beginning to-day, we are launching THE BIGGEST, THE MOST IMPORTANT AND MOST REPRESENTATIVE OFFERING OF FINE APPAREL AT SACRIFICE PRICES THAT WE HAVE EVER HELD. Hundreds of women who have hitherto been denied the privilege of SHARING IN THESE "PLUMS"--now have the opportunity--for we are placing on display at Anniversary Sale Prices entire ranges of

New Arrivals of Ladies' Spring and Summer Coats, Wraps, Suits, Dresses, Hats

An Unequaled Event! Sale New Spring Dresses

NEW ARRIVALS JUST OPENED in the GREATEST VALUES and LARGEST assortments ever assembled at this Store--to sell at such exceptionally low prices.

Women's and Misses' Sizes.
Savings of 25 to 50 p. c.
FOR STREET--AFTERNOON--DINNER--
EVENING and SPORTS WEAR.

\$5.98 up to \$12.00
\$14.98 up to \$24.00
\$25.00 up to 34.00

An event of tremendous importance to every woman anxious to get a really "worth while" Dress at a Low Price. We advise you to come prepared to buy several--not only do the Dresses merit it--but such values cannot be expected again this season--in fact WILL NOT be equalled even at the season's end. EXCLUSIVE DRESSES a little higher priced also to be seen on display.

Skirts

Savings of 25 to 50 p.c.

Quite smart and the vogue for Spring and Summer--These Skirts are equally practical for street, sports or business wear. New pleated models, lanvin-box combinations, knife and side pleats--plain styles.
MISSES' WOMEN'S and STOUT SIZES.

See Children's Dresses,
Spring Coats and Hats

Splendid ranges on display. Just the sort of apparel that appeals.

Another Magnificent Shipment

COATS and SUITS

OUR COATS and SUITS HAVE BEEN THE VALUE-GIVING SENSATION OF THE CITY. QUALITY GARMENTS IN EVERY WAY, NOT MERELY IN NAME, BUT IN MATERIALS, STYLES, WORKMANSHIP. AND THESE HIGH CLASS COATS and SUITS ARE NOW OFFERED TO OUR CUSTOMERS AT NO MORE THAN THE COST OF AN ORDINARY GARMENT.

**Sport Coats, Dressy Coats, Capes, Wraps,
Three-Piece Suits, Costume Suits, Tailored
Suits, Sports Suits, Tweed Suits,
Jersey Suits.**

PRICE RANGES:

\$8.98 up to \$18.00; \$22.00 up to \$35.00
\$38.00 up to \$50.00

THE STYLE YOU WANT IS HERE! Is it a Smart Sport Coat--new and swagger, with patch pockets and clever new sleeve effects? Or a stylish, dressy Coat or Wrap trimmed?--or plain? Or a Cloth or Pointe Twill Cape? A jaunty sport or smart tailored Suit? Or a THREE-PIECE MODEL with SILK BLOUSE--beautifully beaded or embroidered? Or a Sports Tweed? TRULY THE MOST REMARKABLE ASSORTMENT OF FINE QUALITY GARMENTS WE'VE EVER OFFERED at such LOW PRICES.

Hundreds of MEN'S SPRING SUITS with 1 and 2 Pair Pants and SPRING COATS

THE GREATEST ASSORTMENT OF SUITS AND SPRING COATS--AT

Positively THE LOWEST PRICES in the City!

MEN'S PANTS

A very extensive assortment--comprising every and any sort of Pants that you require.

Boys' Spring Coats

LIGHT GREYS

Ages 3 to 8 years.

Boys' Spring Two-Pair Pants Suits

1.98, 3.98, 7.98 up to 15.98

Ages 3 up to 17 years.

New Offerings! Exquisite

Spring Hats

JUST ARRIVED--EXCLUSIVE NEW TRIMMED HATS. Of exquisite character. All the lovely Spring colorings, Grey, Sand, Orchid, Ashes of Roses, Black and Navy. Prices range at

2.98 up to 7.98

Many new style thoughts are here. Smart French Pokes, large brim Dress Hats, Oriental Turbans--snug-fitting models, Hats with drooping brims--everything that's new. Many combinations of Crepe, Taffeta and Straw.

HAT DEPARTMENT--SECOND FLOOR.

Large Women's Apparel

Sizes 42 1/2 to 52 1/2.

Savings of 25 to 50 p.c.

Very special attention has been paid to Large Women's APPAREL for this event. DRESSES, SUITS, COATS, in newest and slenderizing styles.

EYE-OPENERS!

Black Silk Faced Stockings

Values at \$1.20 per pair

30c per pair

Child's Panty Dresses, . 88c

Camisoles, 45c

5 O'clock Tea Aprons, . 42c

Voile & Organdie Waists, 98c

Slip-on Woolen Sweaters 1.98

Children's Bloomers, 18c pr.

Ages 2 to 12 years. See them!

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