

London, New York & Paris  
Association of Fashion

6th Anniversary Sale!

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Association of Fashion

The Master Stroke of Our Many Years in Business!

# COAT--SUIT & DRESS SALE <sup>SUPREME</sup>

A Powerful Sale of 1400 Stunning

ALMOST  
ALL  
JUST  
OPENED!

## COATS

AVAIL OF  
ANNIVERSARY  
SALE  
PRICES!

A Sale of SALES! WOMEN!--One You will Remember for Years!

In this COAT SALE are values that cannot be equalled elsewhere. COATS that represent every smart style of the season. We cannot too strongly urge you to make your Coat selection from the wonderful values featured in this assemblage.

5.98

THIS EVENT IS WITHOUT DOUBT  
ONE OF OUR GREATEST MER-  
CHANDISING ACCOMPLISHMENTS

9.98

14.98

COATS of fine Poirer Twill  
COATS with Braid Embroidery.  
COATS of Teddy Bear Cloth.  
COATS of Fashiona for Dress.  
COATS of Fine Marvella.

16.80

18.00

COATS that cannot be duplicated in  
Style, Texture or Workmanship, at these  
ANNIVERSARY SALE PRICES.

22.00

25.00

COATS FOR  
WOMEN, MISSES' and STOUT  
WOMEN.

30.00

COATS EXCLUSIVE!

ONE OF A KIND MODELS—  
Worth \$50.00 and \$60.00, and  
even more—go in this Sale at  
\$35.00. Every new feature in  
distinguished models—every  
new style and material. All  
sizes.

35.00

COLORS:  
BLACK, NAVY,  
POUDRE BLUE, BRICK,  
MOSS GREEN, COCOA,  
RUST, MOCHA,  
FAWN, GREY, BADGER.

Never in Our Business Experience have we  
Offered a Greater Dress Sale!

## DRESSES

OVER 2200 NEW DRESSES INVOLVED

FOR STYLE, FOR VALUE, FOR ASSORTMENT, THIS EVENT SURPASSES EVERY  
PREVIOUS EFFORT!

A perfect galaxy of Beautiful  
Models, suitable for any and  
every occasion. Buy two for  
the price of one!

5.98

A collection that offers so wide  
a diversity of styles that any  
and every individual preference  
may be gratified!

6.98

OUR SALES PEOPLE ARE  
EXCITED!

Our Sales Force are enthused as never  
before! On every hand we've heard  
exclamations of delight—"How can such  
lovely Dresses be sold so low!"

8.98

ALL THE VERY NEWEST  
MATERIALS, STYLES  
AND COLORS!

9.98

OVER 16 RACKS OF  
BRAND NEW DRESSES  
IN THIS SALE!

11.98

200 EXTRA SIZE  
STYLISH STOUT DRESSES!

The woman who requires size 44 to 54  
will find in these assortments exactly the  
Dress she has been seeking

14.98

EVERY DRESS NEW  
FOR THIS SALE!

EXTRA SALESPERSON!  
EXTRA SERVICE!

19.00

OUR TREMENDOUS BUY-  
ING POWER, plus the  
co-operation of Manufac-  
turers alone, makes this  
SALE possible!

23.00

IF YOU EVER ATTENDED A SALE  
IN YOUR LIFE, YOU WILL AT-  
TEND THIS MIGHTY EVENT!!

27.00

80 Sample Dresses from Leading Designers—

BEAUTIFUL DRESSES FOR STREET, AFTERNOON, THEATRE, OR EVENING WEAR—  
MISSES', WOMEN'S AND STOUT SIZES.

The SUIT Department

Has completed a remarkable pur-  
chase. We haven't seen values to  
match them this Season!!

THE COLORS ARE  
THE BEST!

Navy, Black, Tan, Grey,  
Oxford, Tweed, Fawn,  
Greystone.

SALE OF THREE HUNDRED SPRING

## SUITS

8.98 14.98 22.50 25 28 33

STYLES

NEW BOYISH SUITS! NEW PENCIL STRIPE SUITS! NEW TWEED  
SUITS! NEW BOX SUITS! NEW ETON COLLAR SUITS! NEW  
STRAIGHT LINE SUITS! NEW EMBROIDERY SUITS!

SUITS FOR MISSES.  
SUITS FOR WOMEN.  
SUITS FOR STOUT  
SIZED WOMEN.

This is The Suit  
Store of St. John's

and when WE announce a SALE you  
know they will find extraordinary  
VALUES prepared for them—so be  
you buy your New Suit, be sure and  
these.

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