

An Event that will Arouse Every Mother  
in St. John's!

Look! 500 GIRLS' COATS

Ages 7 to 17 years.

Polaire Coats . . .

Velour Coats . . .

Tweed Coats . . .

2.49

Values at \$9.00  
Two Coats to a  
Customer.  
None to Dealers.  
All Sales Final.

EXTRA!  
300 Children's  
Panty Dresses

2 to 8 years.  
Values up to \$2.50. Smart Gingham,  
Chambrays and Pongettes—clever little  
models—nicely trimmed . . .

79c

London, New York & Paris  
Association of Fashion

Sale 1000 Best Quality

Crepe Bloomers

Beautiful Stripe Crepe  
Bloomers, with reinforced  
crotch, double elastic. Col-  
ors: Flesh, White, Orchid . .

29c

Guaranteed values at 85c.  
All sizes. Buy your Sum-  
mer needs! Colors: Jade,  
Green, Pink, Purple, Black.

# GREATER VALUE SALE

A SALE with everything that the name implies--eclipsing all past endeavours--in its magnitude--in its value giving--stretch the pay envelope--visit this store and be convinced--that we are selling at LOWEST IN-THE-CITY PRICES!

Look, Mothers!  
Girls' Imported Gingham  
Dresses

Beautifully finished,  
Guaranteed fast col-  
ors. Sizes 6 to 14  
years . . .

98c  
1.20

MOTHERS!  
A GIRLS' SALE  
Coats, Dresses,  
Hats

Stupendous Mark-Downs

Beautiful Coats of Velour, Polaires, Tweeds  
with the new side tie effects. All the new-  
est shades. Coats that will make daughter  
look her best in . . .

7.98 up to  
11.98

Dresses

Beautiful Serges and Crepe combinations.  
New French Twills—all shades and sizes.  
Values up to \$10.00 . . .

2.98 up to  
5.98

HATS

From the knockabout  
Straws to the Silk  
finished best wear  
Hat . . .

98c up to  
3.50

Jacquettes

or the new Short Coat. Your wardrobe is not complete  
without one of these—smart looking and dressy—and new  
only

10.98

All shades; all sizes.

800 Voile Waists

Values up to \$1.80.  
New! New! Just opened—Voile and Cot-  
ton Waists.  
Crepe de Chine Waists, all sizes. Values  
up to \$3.00 . . .

50c  
98c

Extraordinary Garment Sale!

3496 High Grade

COATS--SUITS  
DRESSES

The Garment  
Sensation  
of the  
Year.

Plenty of  
Every size  
including  
Stout sizes.

7.98

The Coats

10.50

Our Supreme Values. Choicest materials  
in the newest styles; beautifully finished  
and lined . . .

12.98

A Sale on a really colossal  
scale. All stocks priced for  
quick clearance.

15.95

The Suits

17.95

Women will snap up the Suits, at these  
prices, for here are the choicest assortment  
ever seen on display.

23.98

Tell your friends  
about this Sale. Tell  
them not to miss the  
best values in St.  
John's.

\$28

The Dresses

\$32

Crepe de Chenes, Cantons,  
Roshanara, rich Satin. All  
the season's favorites at 7.98  
up to \$32.00.

Our 8 Price Groups for Coats, Suits and Dresses

Sale of Finest Quality

House Dresses

SALE OF FINEST QUALITY.  
Fine Chambray and Percale, worth up to  
\$2.00. These will sell on sight. All  
sizes . . .

98c

Special Purchase and  
Sale of 900 New

HATS! HATS!

The greater portion shown for the first time. A Sale  
will take St. John's by storm.  
NEW DRESS HATS—NEW SPORT HATS.  
Hats for every and any occasions.

\$2 \$3 \$4 \$5

Values double and triple the Sale Price.  
Shop early for best choice.

Waists

The New Cost

ity Crepes, Radium Silk, Jersey Silk. All  
the new colors and combinations. All  
sizes . . .

6.98

FINEST QUALITY.

Skirts

All the new season's  
materials of Crepe

Chene, Prunella, Tweeds, in plain and pleat-  
el models. All the new shades; all sizes . . .

6.98

SKIRT SALE

Values up to \$5.00.  
new Pleated and Plain Skirts, in Plaids,  
Serges and Twills. All sizes . . .

2.48

London, New York and Paris Association of Fashion