

10 only
Ladies' Black
Silk Coats
Guaranteed values at \$35.00.
\$16.80
Sizes up to 40 inches.

8 only
Ladies' Silk
Costumes
Guaranteed values at \$15.00.
\$7.98
The very best quality materials—Colors: Navy, Black, Fawn.
Sizes up to 38.

Follow the Crowds to
London, New York and
Paris Assoc. of Fashion
"The Store Ahead"

Girls' COATS
ACTUAL \$14.00 VALUES.
\$8.98
Coats of smart Polaire and Velour Cloth with smart throw-collar and buttoned-trimmed pockets; other models of hering-bone, side tie. Ages up to 16 years.

Girls' Dresses
Guaranteed up to \$8.00 values.
\$1.98 up to \$5.98
In Serges, Canton Crepe, Alltyme Crepe—All shades of Navy, Grey, Green, Blue, Rose. Ages 3 to 14 years.

The Greatest Event in Our History

A MAMMOTH REDUCTION SALE

Beginning Thursday, July 19th, at 9 o'clock, sharp

Again this Store does the unexpected. Beginning on Thursday morning we offer a Store full of MERCHANDISE at such extraordinary reductions as to produce "the most startling values offered in the History of our Store." All we have to say to YOU and to the hundreds of other friends and customers who have made possible our unusual success in the past is: COME TO THIS REDUCTION SALE AND BUY! and BUY! and BUY!—because we don't believe you'll see Values like these again for the rest of 1923. Buy all your REGATTA NEEDS IN THIS STORE!

Silk Dresses Worth up to \$20

A Sale that will eclipse even our Sensational Sales of the past! Hundreds of choice new Dresses of the most famous makers, beautifully made and exquisitely trimmed, placed on Sale for HALF THE COST of manufacture.

Canton Crepe. Alltyme Crepe. Cordelaine Satins. Sport Silks. **\$5.00 up to \$11.98** Party Frocks. Dance Frocks. Sports Models. Misses' and Women's extra sizes.

120 Women's & Misses' Suits, Coats and Capes

Values 22.50 up to 35.00 **\$17.50**

Polo, Velour Cloth and Overplaid Coats; also Twill and Velour Capes and Wraps. Wonderful values. Two and Three-Piece Suits. They are fashioned of Poiret Twill, Tricotine, New Bolero, box-coated and tailored styles. All Tweed Suits up to \$28.00 included, at \$17.50.

SPRING SUITS

Worth up to \$40

Imagine buying a famous "MISS NEW YORK" Suit of finest Poiret Twill. A Suit made to sell for as high as \$40.00, for only \$24.98. Trimmings such as are found only on the finest garments—linings of pure Silk Crepe. All Sizes. SALE PRICE

\$24.98

Tweed Suits
A limited lot only, at **\$10.00 off**

Ladies' Suits
Values at \$18.00. **now \$10.98**

We are Giving the Stout Woman

A chance to join the Fashion Parade by featuring in this SALE.

Stout Size Dresses

the kind that will impart that air of well-poised, well-dressed "Presence" that puts the big woman thoroughly at her ease in any company. Colors of Black and Dark Brown. Sizes 40 to 48. Beginning from the Wash Dress, in Dark colors, as low as \$2.50, and continuing up to magnificent ranges in Crepe, ranging at \$12.00 up to \$24.98 for THIS SALE ONLY.

Ladies' Jersey SUITS

A LIMITED NUMBER ONLY. **\$10.98 up to 12.98** All wanted Models and shades. Ideal for Vacation wear. Sizes up to 40 in.

A SALE TO STARTLE St. John's

"CLEAR YOUR STOCKS" is the word sent out in this Store. The one thought throughout the whole Store is to unload. To price goods so low they will SELL ON SIGHT. Every St. John's family should get its share of these Prizes. Make plans now to be in early on THIS SALE. Buy all your REGATTA NEEDS HERE!

WASH DRESSES

\$1.45, \$2.50, \$4.98, \$5.50

To sell Summer Dresses like these, right in the heart of the Season, at actually HALF their original Prices, is almost beyond belief, and it would not be considered, if we were not determined to unload our stocks AT ANY COST! We advise you buying all your Summer needs while this opportunity is to be had. GINGHAMS, LINENS, VOILES, TISSUES, RATINES, LIGHT and DARK FROCKS—Misses', Women's and Stout Sizes.

Sample and Other Womens' and Misses

FINER COATS, CAPES, SUITS

\$45 up to \$60 Values \$34.98

Beautiful COATS, CAPES, SUITS, representing the cream of our entire stocks—all Sizes.

Lovely New Street, Dinner and Afternoon

Dresses

\$20 up to \$40 Values \$14.98 up to \$26.50

Misses, Women's and Stout Sizes

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION