

THE GREAT SILK SALE FLOURISHES!

The Prices quoted here are Revelations to the most experienced of Buyers. Astonishing Possibilities. Values that Amaze.

New crisp and rustling silks--rich effective colors--highest qualities--and all marked at such low prices as must keep the tide of trade flowing our way and add to our reputation as the Greatest Value-Givers in Newfoundland



The liberal Early Buying at this Sale indicates that thousands not only prefer to choose from full assortments but know well where come they must for the greatest values.

NEVER before have rich and beautiful Silks been so fashionable as for Summer, 1919. Never before have we been better prepared than now with every new and novelty Silk, and this despite the great and ever-increasing demand on our stocks during the last few weeks.

But we are prepared to fill every requirement. Our connection with a large silk manufacturing concern in Japan has made this great and complete showing of Silks possible and at prices that will not only surprise the shrewd retail purchaser but will make the keen wholesale buyer buy in large quantities.

We advise all who can to come early, as the best values always go first.

Colored Jap Silk, 37c.



Just think of being able to secure this splendid Japanese Silk at so low a price as 37c. yard! You will find it useful for many purposes, but particularly for Neck Scarves, Draperies, Linings, Boudoir Caps or for fancy work. Come and buy liberally at this price. We are sure you will congratulate yourself later on having made such a satisfactory and profitable investment. The colors shown are all new and include such favored shades as White, Cream, Beige, Champagne, Sky, Saxe, Navy, Hello, V. Rose, Scarlet, Cardinal, Grey, Reseda, Emerald and Black, 22 inches wide.

Sale Price 37c. per yard, 37c.

COLORED JAP SILK.

A very handsome, soft finish silk fabric that would make beautiful summer dresses, waists or separate skirts. They wash well and are considered the plums of this Sale. Colors: Orange, Emerald, Olive, Sage, Nile, Grey, Hello, Cardinal, Crimson; 27 inches wide. Regular \$1.00 yard. Sale Price 80c.

Also White, Cream, Pale Blue, Saxe, Navy, Rose, Reseda, Nile, Myrtle, Light and Dark Brown, Wine, Grey, Prunelle, Cardinal and Black; 36 inches wide. Reg. \$1.25 yard. Sale Price \$1.10.

And another 36 inch line. The most popular Dress Silk in our entire stock. Colors: White, Cream, Pale Blue, Light and Dark Navy, Brown, Reseda, Myrtle, Grey, Prunelle and Black. Regular \$1.85 yard. Sale Price 81c.

Regular 95c. yard. Sale Price \$1.35.

CHIN-CHIN CREPE. In White, Cream, Mimosa, Peanut, Pink, Salmon, Old Rose, Silver Grey, Prune, Myrtle, French Brown, Buffalo, Azure Blue, Saxe, Marine, Midnight Blue, Apricot and Black. Regular \$2.20 yard. Sale Price \$1.80.

COLORED DRESS SATINS. All the newest shades. Regular \$4.00 yard. Sale Price \$3.50.

NIPPON TAFFETA SILK. A new arrival, opened less than a week ago. In the variety of colors shown here almost every taste can be suited. Regular \$4.00 yard. Sale Price \$3.40.

PALETTE SILK.

This soft silk with its bright, even finish makes beautiful gowns. It is a favorite for best wear and gives splendid satisfaction. Colors: Beige, Apricot, Light and Dark Navy, Pink, Nile, Reseda, Emerald, Myrtle, Brown Mole and Grey, 36 inches wide. Regular \$3.30 yard. Sale \$2.91.

(Black.) Regular \$3.40 yard. Sale \$2.90.

TOMORAI SILK.

That would make most serviceable dresses. Its rough finish gives it a most desirable appearance, and it will give satisfactory service and wear beautifully. Serviceable summer suits and skirts can also be fashioned from this desirable Silk. It is 36 inches wide, and looks like a very fine grade Shantung Silk. Colors: White, Saxe, Rose, Navy, Grey, Brown and Black. Regular \$2.50 yard. Sale \$2.37.

Regular \$3.60 yard. Sale \$3.25.

GEORGETTE CREPE.

Every up-to-date woman will want a length or two from these lines. You will profit by an early selection. It comes 38 inches wide, and of a most serviceable make.

Regular \$2.60 yard. Sale \$2.10.

Regular \$3.85 yard. Sale \$3.25.

COLORED CREPE DE CHENE.

In all the wanted shades. Regular \$3.75 yard. Sale \$3.15.

Regular \$2.95 yard. Sale \$2.48.

DUCHESSE MOUSSELINE.

For dainty waists or dressy gowns we have no hesitation in recommending our lines of Duchesse Mousseline. They are well known to be the best makes of Silk imported to-day, and at the low prices quoted here should arouse the most favorable comment of shrewd women. We only ask you to get samples elsewhere and compare values.

Colors: Beige, Apricot, Pink, Maze, Rose, Sky, Saxe, Navy, Reseda, Myrtle, Crimson and Hello. Regular \$4.75 yard. Sale \$4.10.

(Black.) Regular \$4.00 yard. Sale \$3.40.

NATURAL SHANTUNG SILK.

An all-round serviceable Silk, sold extensively for blouses and draperies as well as Shirts and Pyjamas for men, and blouses, dresses and skirts for women. Regular 95c. yard. Sale Price 78c.

Regular \$1.10 yard. Sale Price 88c.

Regular \$1.25 yard. Sale Price \$1.03.

Regular \$1.50 yard. Sale Price \$1.26.

Regular \$1.95 yard. Sale Price \$1.57.

HABUTAI SILK.

Here is a lovely quality Silk that will wear well and wash most successfully. It is immensely popular and will make up beautiful as well as service-giving garments. The unusually broad ranges both in plain and striped give you a choice in decoration colorings.

Self colors, 36 inches wide in White, Corn, Pale Blue, Pink, Rose, Hello, Saxe, Navy, Reseda, Emerald, Myrtle, Brown, Grey, Wine, Prunelle and Black. Regular \$2.75 yard. Friday and Saturday \$2.49.

BLACK. (36 inches wide.) Regular \$1.75 yard. Sale Price \$1.45.

Regular \$2.40 yard. Sale Price \$2.00.

Regular \$3.40 yard. Sale Price \$3.00.

WHITE. (36 inches wide.) Regular \$1.40 yard. Sale Price \$1.15.

Regular \$2.00 yard. Sale Price \$1.70.

Regular \$2.25 yard. Sale Price \$2.00.

Regular \$2.50 yard. Sale Price \$2.45.

Regular \$3.25 yard. Sale Price \$2.66.

Assorted stripes, 32 inches wide. On White Grounds. Regular \$2.70 yard. Sale Price \$2.25.

Regular \$4.25 yard. Sale Price \$3.55.

Regular \$3.40 yard. Sale Price \$2.80.

HEAVY COAT & COSTUME SATIN. Grey only; 36 inches wide. Regular \$2.60 yard. Sale Price \$2.10.

BLACK & SEAL BROWN SATIN. 36 inches wide. Regular \$3.50 yard. Sale Price \$2.90.

STRIPED PONGEE SILK. Regular \$3.20 yard. Sale Price \$2.60.

STRIPED SATIN. Regular \$3.20 yard. Sale Price \$2.60.

Regular \$4.00 yard. Sale Price \$3.25.

Regular \$4.75 yard. Sale Price \$3.90.

STRIPED SILK CREPE. Regular \$3.90 yard. Sale Price \$3.25.



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Men's Furnishing Store.

New York Suits

Jenks, Fulton and Kenny represent the Mont Blanc, while Maclean, Havel, Paton and Balston represent the Norwegian vessel.

Train Movements.

Wednesday's west bound arrive at Port aux Basques 9.05 a. m. to-day. Tuesday's west bound left Glenwood at 9.15 a. m. to-day. Yesterday's east bound left New Arm 9 a. m. to-day. To-day's east bound left Port aux Basques 9.30 a. m. to-day.

One of the new silhouettes strongly suggests the old-fashioned full skirt worn over petticoats, so narrow as the single foundation skirt.