

Thousands of Dollars' worth of Fresh, New, Seasonable Merchandise bought at tremendous reductions—sold at prices that in all probability will never be equalled. A Mammoth Value Giving BARGAIN FESTIVAL. Come every day, the more you buy the more you save.

**Commencing on Thursday,  
March the 27th, at 9  
O'clock Sharp**

**LONDON, NEW YORK & PARIS  
ASSOCIATION OF FASHION**

**GRAND OPENING**

A great event in every meaning of the word. A Sale for every thrifty family in St. John's and vicinity. Owing to the unprecedented values offered, no Mail, Phone or C.O.D. orders can be filled. All sales final. Come early. Entrance through main floor.

**Commencing on Thursday,  
March the 27th, at 9  
O'clock Sharp**

**BARGAIN BASEMENT!**

**All Day  
Specials!**

Values so extraordinary that in spite of Generous quantities—we cannot guarantee just how long lots will last. To avoid disappointment—Shop Early!

**Waists** Crepe-de-Chine, Taffeta, Tricolette, Canton Crepe. Values at \$4.00 **1.98**

**Skirts** Values at \$6.00. New Sports and Serge Skirts, in Plain and Pleated Models. **3.48**

**Costumes**

Values to \$15.00. In Tweeds, Serges, Velours. Sizes 16 up to 36. **5.98**

**House Dresses**

Magnificent new House Dresses Worth up to \$2.50. Only **1.29**

**Gingham Dresses**

Every Dress Fresh, New, Crisp and Clean. A Festival of Bargains. **2.00**

**Children's Gingham Dresses** Ages to 14 years. Best quality Check Ginghams. **98c**

**Girls' Middies**

Values at 2.00 - - Only **98c**

**Ladies' Rubberette Coats**

All sizes - - - **6.98**

**BARGAIN BASEMENT**

**NEW SPRING COATS**

**1000 NEW COATS Opened for This Sale  
For Women, Misses and Stylish Stouts**

WE POSITIVELY GUARANTEE EVERY COAT IN THE LOT TO BE WORTH FROM \$5.00 TO \$10.00 MORE.

Priced so low that Women will buy two and even three. **\$5.98**  
Come Early!

Pretty Sport Fabrics—Some three-quarter length—handsome wanted colors—Really a Sensation. Coats such as these are ordinarily sold at double and even treble this price. Come early!

An unmatched **\$10.50**  
Low Price that Defies Comparison.

New Overplaids—New Polaires—Smart new Stripes—Scores of Sport Fabrics. Just think of it! A BEAUTIFUL NEW SPRING COAT, fashioned just like the modern high-type garments that sell for two and even three times as much!

**NEW SPRING DRESSES**

FIVE FULL RACKS—ALL THE NEW SPRING STYLES.

**\$1 \$5.98 \$7.98 \$8.98**

SIZES--16, 18, 36 and 38 ONLY

Values at \$6.00.

**Serges -- Tricotines --  
Poiret Twills**

40 only in this lot. Sizes 16 to 38 only. Fine Crepe-de-Chines.

Shop Early!

Such quality never before priced so low. What woman can afford to deny herself a charming new SPRING DRESS when these are priced so low?

All Smart New Styles.

Never again may we be able to offer such beautiful DRESSES at so moderate a price.

**9 to 11 O'clock  
Specials!**

Sensationally Priced. Crowds will undoubtedly respond—Come early!

**900 Pillow Cases**

Guaranteed Values at 90 Cents Each. — 3 to each customer — Made of very best materials—extraordinary values. **25c**

**400 Ladies' Undervests**

Guaranteed Values at 80 Cents. Ladies' Fleece Lined Undervests—All sizes. **35c**

**Towels! Towels!**

Splendid Hand Towels; easily worth 50 cents. Per Pair **15c**

**500 Pairs**

**White Cashmere Gloves**

Values up to 80 cents. Splendid quality—Some slightly damaged. Per Pair **5c**

**Child's Panty Dresses**

Dress and Bloomer attachments—ideal for the little tots. Values at \$1.00. Sale only **45c**

**Sweaters**

Values at \$3.00. New Spring Sports' Sweaters **\$1.98**

**LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION**

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**HOUSEHOLD NOTES.**

When preparing a meal try to clean as you work, and the task will be lighter. Add to apricots, when partly frozen, a pint of whipped cream, and finish freezing. Pots and pans are easier to wash if filled with cold water as soon as they are emptied. With a salt fish a pipin butter sauce, flavored with mustard and cayenne, is nice. Dried fish, sweetened and chilled, and served in sherbet glasses, makes an attractive dessert. Sprinkle tomato salad with a little grated cheese and serve with mayonnaise dressing. Flavor steamed fig pudding with grated nutmeg and cinnamon and serve with lemon sauce. Shrimp sauce is excellent served with fish. Season with a little lemon juice and cayenne pepper. Do not put a meringue on a pudding until it is rather cool, as otherwise the egg will liquefy. Suet should be sprinkled with flour and chopped in a cool place so that it will not become sticky. Use finely-chopped sweetbreads, mixed with whipped cream, and well seasoned, as a sandwich filling. For a dainty tea-time sandwich use chopped candied cherries moistened with orange juice as a filling. Boiling washing soda water should be poured through the refrigerator drain-pipe every other day. Place mushroom caps on toast, spread with maitre d'hotel butter, and bake for a few minutes in a covered dish.

**WINARD'S LINIMENT  
FOR RHEUMATISM**