

London, New York & Paris Association of Fashion

FOR GREATER SELECTION AND LOWEST-IN-THE
CITY-PRICES.

A Feature that will Attract City Wide Attention-- Girls' Coats and Dresses

An Event Mothers will Appreciate.
THE COATS—Really wonderful
Coats—New Styles for Spring.
Polaires and Overplaids in new
shades such as Tan, Blue, Rose.
Mothers and girls will like these.

\$3.58 \$7.50 \$12.98

Daughter's Easter Clothes are Here.
THE DRESSES—Girls' Navy and
Coloured Serge Dresses, beautiful
models, plain and trimmed, and ideal
for school or best wear.

\$2.98 up to \$5.98

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NO MATTER WHAT YOU CAN BUY IT ELSEWHERE
FOR YOU CAN BUY IT HERE FOR LESS.

Bargain Basement Offerings!

Just Put on Display--New Spring

400 Skirts - - \$2.48

Worth up to \$6.00

200 prs. Bloomers - 59c

Values at \$1.20

Best quality Waists - 98c

House Dresses - 1.28

Worth \$3.00

Gingham Dresses - 2.00

Values at \$3.80

300 Women's & Misses' Middies 98c

Ladies' Spring Coats 5.98

These Coats are worth double.

600 Children's Rompers - 21c

Children's Party Dresses - 78c

Very best quality, well finished. Worth \$1.50

Dresses : Coats : Suits

New Spring
Garments
at big
Savings.

5.98 7.98 8.98

Values
that will
be the talk
of the town.

Hundreds of Brand New Spring Garments that we are featuring so much below
regular prices during this Sale—sure to bring thrifty shoppers from all over St.
John's to our basement.

Towels : Towels : Towels

Guaranteed values at \$2.00 per pair. Very best quality Turkish
Towels. Large size—the best grade of Towels ever offered on
Sale and only

49c per
pr.

LOOK! MOTHERS, What the
BASEMENT HAS FOR YOU--

500

Boys' Wash Suits

Good
news to
thrifty
Mothers.

1.65

Do not wait
until later when
you will pay
double for these.

Buy two Suits at the usual cost of one! NOW.

Styles—Middy Suits, Oliver Twist, French Middy, Sailor.

Centre Pieces, worth \$2, only 98c

Boys' Best Underwear - 49c

Girls' Undergarments - 49c

6TH ANNIVERSARY SALE!

Men's and Boys' Clothing Sale!

BOYS' BRACES 12c.
BOYS' SEPARATE PANTS 98c.
BOYS' FELT HATS 50c.
BOYS' SWEATERS 39c.
MEN'S CAPS 50c.
MEN'S SUSPENDERS 18c.

Small Boys Wear

Boys' Blue Serge Sailor Suits . . . 5.98
Boys' Sailor and Middy Wool
Suits 4.50
Boys' Wool Knit Suits . . . 2.98 & 3.98
Boys' Blue Sailor Spring Coats, 6.98

Men's Separate Coats, 4.98
Men's Blue Raglans, - 27.50
best grade
Men's Separate Pants, 1.98
up

Record Savings on Men's and Boys' New Spring Apparel!

Sensational new purchases have been made for this Sale. Achievements extraordinary. Prices down to wholesale
and less. The new arrivals have brought our stocks up to the highest point for both value-giving and variety. At
a glance you'll realize why this store is recognized as apparel headquarters by hundreds of well-dressed men and
boys. Values like these now on sale cannot even be approached elsewhere.

Men's 1 & 2 Pants Suits and Top Coats

Guaranteed Savings of \$10 to \$15 for Anniversary Sale!

Up to \$16 Suits & Spring Coats	Up to \$22 Suits & Spring Coats	Up to \$30 Suits & Spring Coats	Up to \$38 Suits & Spring Coats	Up to \$45 Suits & Spring Coats	Up to \$60 Suits & Spring Coats
11.98	16.50	22.00	29.00	35.00	43.00

Here are some of the interesting features--

Hundreds of Suits in new two-tone Check and Velour effects. A large assortment of various color Grey Suits in
light, dark and medium. Suits in new Blues and Heather shades, in Scotch mixtures in loose easy fitting models.
Suits for young men, men, and the stout sized men. Spring Coats in dark, medium and light Greys; all perfect
fitting.

Mothers, Just Look!

EXTRAORDINARY VALUES IN

Boys' Clothing

A wonderful array of New Spring Suits
for the boys. Bought especially for this
Sale.

Boys' 1 and 2 Pants Suits

Ages 8 to 18 years

6.98 9.98 12.98 14.98

Bona fide and wonderful values! All you
have to do is to come in and see for your-
self that this Store has the best values—
Greater and Better varieties than any
other store.

BOYS' SPRING COATS

New Swagger Tweeds for the big and little
boys—Just the right weight for Spring and
Summer evening wear.

6.98 up to 14.98

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