

OUR BIGGEST AND BEST

Spring and Summer Showing!

Ladies' Ready-to-Wear.

THREE FLOORS OF

Silks, Serges and Georgettes,

Packed as tightly as can be squeezed for the selection of economical and fashionable people of St. John's.

SILK SWEATERS---Numbering about 800, to be sold at our record British Hall prices.

Thousands of **READY-TO-WEAR HATS** now on sale.

50 BEADED BAGS, only one of a kind.

150 GEORGETTE WAISTS.

Dresses, Spring Coats, etc.

375 Dresses --- Placed in our Millinery Department on account of room. Selling at two distinctive prices that will cause a sensation.

175 SPRING COATS & SUITS. We guarantee only one of a kind. We would emphasize on those coats and Suits, and ask women wanting something in this class to look over those garments before purchasing.

100 Evening Dresses--- All we ask is your criticism on those dresses.

Our Spring Coats and Suits Should Be Seen by every class or creed.

THE LONDON, NEW YORK and PARIS ASSOCIATION OF FASHION.

1st Shipment of English and American MEN'S SUITS.

Professional Men, Business Men, Employees, Men in Every Station of Life, Men Who Are Particular.

500 SUITS

now on display for your discrimination! Suits are here to suit every man in St. John's --- Suits that are different from any ever imported in the country---different from any that we have ever displayed.

We invite every man interested in Clothes, whether it is a Suit or Spring Coat, to satisfy his curiosity in this advertisement to call at our Store and look through this unusual aggregation of Men's Clo-

thing, or ask us to send as many Suits as he wishes to look over to his home.

We could not begin to describe the Materials and Styles of those Suits, but will say that we have a Suit to please a man in any station of life in style, color and material. If he prefers something



plain we have it. If it is something a bit fancy, we have it also.

Every man and young man in St. John's should see this wonderful display of Men's Clothing. We guarantee a perfect fit, and make all alterations free of charge; and with that you have the advantage of buying your Suit or Coat at St. John's from as good if not a better selection than you could have had at London or New York. All we ask is that every business man, lawyer, doctor, clerk, etc., call there and criticise if capable.

LONDON, NEW YORK and PARIS ASSOCIATION of FASHION.