

MONEY SAVING SPECIALS

Big Bargains in Feathers, Flowers, Ribbons, Fruit, ect., etc.

FOR THE HOLIDAYS

Ladies Sunshades, Slightly Soiled only
\$2.59 each

Bringing Momentous Values that Compel Your Interest

The phenomenal success of this event can be attributed to two outstanding features: First, that the offerings consist of advanced Midsummer modes for all occasions, perfectly fresh, and of the kind not usually obtained at sales. Second, the values surpass anything that has ever been offered by us, or any of the shops catering to a discriminating clientele. Every garment was purchased at a bargain price from exclusive manufacturers who were compelled to sacrifice their surplus stocks for Cash.

DRESSES

Radiating smartness and charm for every Midsummer occasion. New simple models in straightline and draped effects, in beaded and hand embroidery designs. It matters not for what occasion you require a frock, the model you need will be found in this unusual assortment. Frocks for semi-formal affairs, frocks for street, afternoon and general wear, frocks of every wanted material and every correct and desirable model.

IN VOILE, a splendid assortment of styles, colors and sizes. Worth \$6.50. Our Price \$ 4.98
SILK and TAFFETA—Only a few of our exceptionally cheap lines left. Come in and secure one of these, only \$ 6.98
MOIRE SILK and TAFFETA—Another fine assortment, exquisitely trimmed. Worth \$25.00. Our Price \$14.98
CREPE DE CHENE, CANTON CREPE, Etc., Etc.—A beautiful selection in all colors and styles, some beaded, others embroidered; all sizes, from \$19.48 up

HATS

Good quality, new Sports Hats, ablaze with brilliant colors and ingenious in their intricate developments. Saucy off-the-face styles, Mushroom, etc., etc. Embroidery, ribbon and fruit trimming, in Silk Faille Ribbons, Crepe de Chene, Baronet Satin and other sports wear fabrics; also a nice selection of Transparent Hats from \$2.98 up.

850 Blouses in Tricolette, Crepe-de-Chene, Shantung and Georgette, Filet and Embroidery Trimmed.

BLOUSES

Exclusive Styles, in Black, White, Blue Canna, Periwinkle, Jade, Bisque, Saxe, etc., Tunic, Tuck-in & Overblouse Styles at from \$3.98 up.

SUITS

Well tailored models in Tricotine, Serge and Twill Cord, long coats with slit sides, others beaded and embroidered, in Navy, Fawn and Black; will meet the requirements of the most fastidious, at greatly reduced prices.

SKIRTS

In Plaid, Twill, Baronet Satin, Crepe de Chene, Sponge Cloth, Prunella and Silk Poplin, suitable for sport and street wear; all colors and all styles at from

\$2.98 up.

COATS, CAPES and WRAPS

A very nice assortment, appropriate for the evening affair or the daytime function, for country or city wear. The notably low price of each winsome model urges another reason for an immediate addition to the Summer wardrobe.

COATS in Fawn Velour, inverted pleats and pockets. Formerly \$26.00. Now \$21.98

LONGER COATS in Fawn Velour, inverted pleat, lined throughout. Formerly \$35.00. Now \$29.98

CAPES and WRAPS in Velour, Bolivia, etc.; exclusive styles, all colors, from \$15.00 up

We cannot emphasize too strongly the remarkable character of the values offered, and while the quantity is large, we would earnestly urge our patrons to give us an early call to enjoy the privilege of complete assortments.

Opp. Bowring Bros.
282 Water Street

WYLAN'S

The Ladies Reliable Outfitter
St. John's, Newfoundland