

Kiddies

Panty Dresses

Ages 2 to 6 years.
Fine Check Gingham and Tub Silks—nicely trimmed and finished **79c**
Finest Tub Silk, Broadcloths and Linens, Panty Dresses that will instantly appeal **1.45**

Waist and Sweater Sale WAISTS

Over 600 Voile, Linens, Cottons, Broadcloth Waists just opened; clever styles, beautifully trimmed **1.49**

Tailored English Broadcloth Waists **3.48**

The most beautiful assortment of WAISTS that we have ever offered for your approval.

Peter Pan Sweaters
2.79 All new colors and styles. Wonder values.

LONDON. NEW YORK & PARIS ASSOCIATION OF FASHION

Misses, Women's and Stout Women's

SALE OF COATS

We firmly believe that never—at any time—in any Sale—have COATS as smart, as fine as these been offered at these low prices. Choose any one of the hundreds of models on display, and you choose an unprecedented value.

9.98 11.98 16.98 21.00 27.00 29.00

Nearly 800 Daringly Smart New Spring Coats and Sports Coats

are featured in the above groups—their distinctiveness of style, their rich quality, their superior tailoring is recognizable at the first glance—all the new models, styles and colourings—and selling as low as \$9.98.

Exclusive One of a Kind COATS
Master-designed COATS in the most luxurious Cloths. Here are Coats that will appeal to those women requiring a Coat "different" at a price **22.00 37.00 43.00**

Girls Wear Specials

GIRLS MIDDIES

Splendid Broadcloth and Linens
—Values up to \$1.60. Ages 6 to 16 years **79c**

Girls Wash Dresses

Hundreds of Wash Dresses for girls. Ages 6 to 15 years, in Gingham, Voiles, etc.; all nicely trimmed and wonder values .. **1.29 1.49 1.97**

A SKIRT SALE WITHOUT PRECEDENT

400 New Skirts

Values to \$5.00

Sport Flannels, Silk Crepes, Roshanaras, Tweeds, Serges, every new style and pattern. **3.48** Values that will take the town by storm.

GREATER VALUE SALE

A SALE WITH EVERYTHING THAT THE NAME IMPLIES—ECLIPSING ALL PAST ENDEAVOURS IN ITS MAGNITUDE—IN ITS VALUE-GIVING—STRETCH THE PAY ENVELOPE—VISIT THIS STORE AND BE CONVINCED—THAT WE ARE SELLING AT LOWEST-IN-THE-CITY PRICES.

SALE OF DRESSES

NEARLY 1200 DRESSES INVOLVED.

Again this Store takes the foremost rank in value-giving by coming to the front with the GREATEST DRESS EVENT EVER HELD IN ST. JOHN'S.

5.98 8.47 9.98 15.98

Flat Crepes, Canton Crepes, Silks, Flannel Dresses, Foulards, Rosham Crepe Romaines.

18.50 22.00 25.00 27.00

Sizes for every one with plenty of Stouts—all shades with Black and Navy.

Special

100 Dresses

GROUPED
SPECIALLY
FOR
CLEARANCE.

Sold at \$25.00 to \$45.00

18.50 New Models. Wonder Values.

WASH DRESSES

OVER 1400 NEW WASH DRESSES

in Voiles, Gingham, Dotted Swisses, Ratines, Broadcloths, Tub Silks, Shantung.

1.97 2.98 3.48 3.98

SUITS

FOR MISSES' WOMEN & STOUT WOMEN
Tailored Suits, Costume Suits, Sports' Suits, Fancy Suits, Boyish Suits, Ensemble Suits—

in fact a collection of SUITS that could not possibly be improved for diversity of selection—newest shades, all sizes for Misses', Women and Stouts.

8.98 12.98 17.54

Here is your opportunity to buy your SUIT at a great saving!

21.00, 25.00 29.80

Great Special Purchases, possible only because of our tremendous buying power—enables us to bring these Super-Values to YOU.

AGAIN DEMONSTRATING OUR MILLINERY LEADERSHIP.

A Sale of 1000 NEW HATS

Sports Hats, **2.98** Hats for Misses, Dress Hats, **3.98** Hats for Women; Felt Hats, **4.98** all colors with plenty Blacks. White Summer Hats for Matrons' every and any occasion. Hat

IF IT IS NEW IT IS HERE—IF IT'S HERE IT'S NEW.

Buy Your Hat in This Sale and Save.