

## New Silk Skirts

Pleated and Wrap-around Styles of Chenille and Novelty and Mallinson's Silk. Many beautiful colours. Regular and Extra Sizes

4.98  
UP TO  
7.98

## New Sports Skirts

A beautiful assortment of Plain and Pleated Sports Skirts—all shades and combinations

6.98

## SUMMER DRESSES

For Misses', Women and Stylish Stouts. Newest Summer Dress Fashions at Sensationally Low Prices.

3.98  
4.98

### MATERIALS:

Fine Linens, French Voiles, Ratines, Sports Models, Finest Checked Gingham, All Shades.

## New and Exquisite Blouses

Smart Models, neatly tailored. Priced for this Sale

5.98

## Silk Petticoats and Costume Slips

Materials of Heavy Silk Jersey, with pleated flounces, in

3.48

two-tone effects

4.48

## Sweaters

Values up to \$4 Pull-over and side tie models, newest shades

1.98

## London, New York & Paris Association of Fashion

## Girls COATS

Ages 4 to 16 years 2.39 Values up to \$10.00

A Dress Sale Without a Precedent!

## 1500 New Dresses

Manufactured to Sell at DOUBLE & TREBLE

Business Dresses Afternoon Dresses Street Dresses, Dinner, Sports and Party Dresses

12.95 15.95 25.00

All that's New—all that's Desirable—is here in correct models, superior materials and finest tailoring. Adorable Frocks and Dresses for all Summer occasions. Canton Crepes, Roshanaras, Crepe-de-Chine, Georgettes, Printed Silks, Satins. Women's, Misses and Extra Sizes—16 to 52.

Stupendous Coat Values at Most Sensationally Low Prices!

## 637 Smart Coats

A Supreme Style, Quality and Value Event that will not be repeated again this season.

6.94 12.98 14.98 16.95

The crowds that throng our Store tell the story! This is an exceptional opportunity and one that you cannot afford to miss. Here is an array of Coats with sufficient models—colors and fabrics to please every woman who desires to purchase one—and at tremendous savings.

Up to \$35.00

Coats 23.95

GO AT

Up to \$50.00 Models

Coats 30.00

All exclusive one-of-a-kind Models.

## Guimps

Values up to \$3.00. Very best quality materials of Checkered Serge. All sizes

98c

## Children's

## Dresses 88c

Striped Gingham, sizes 4 to 14 yrs

The Skirt Sensation of the year.

## 1000 Wash Skirts 50c

All Sizes, Values at \$3.00

## Middy Blouses

Values up to \$2.00. All shades of Pink, Blue, White—an unprecedented value. Shop early

48c

Price No Consideration in This Gigantic Suit Clearance!

## 400 NEW SUITS

Poiret Twill Suits, Box Coat Suits, Tailored Suits, Boyish Suits, Tweed Suits, Plaid Suits, Embroidered Suits

14.98 and 23.00

Suits worth \$20.00, \$25.00, \$30.00, \$35.00 and more at these prices—Combining everything new and desirable in the way of style, fabrics, trimmings and colors will be found in this extraordinary showing.

Suits for Women, Misses and Stout Women

The One Big June Outstanding Millinery Occasion!

## Phenomenal Sale 1454 New

## HATS! HATS!

For the New Summer Season

2.98 3.98 4.98

SAVINGS OF 40 P.C. TO 50 P.C.

Greatest Millinery Sale St. John's has seen this year. These Hats were bought at spectacular price concessions from New York's prominent makers—and following our usual custom we are passing on the savings to you.

## London, New York and Paris Association of Fashion

## Women's

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O'Mara's

The Shop o

June 19, 1924

## St. JO

Grocery

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