

London, New York
and Paris Assoc.
of Fashion

DEMONSTRATION SALES

To-Morrow, More Sensational Values to Take The Town By Storm!

MEN!

**You MUST Buy
Your Clothing in
This Store!**

Thousands of Garments to choose from.
Every known material, pattern and style.
Every size, no matter what your build—
and Prices consistent with Quality—The
lowest in the city.

MEN'S 1 and 2 PANTS SUITS

ENDLESS SELECTIONS

**\$11.50, \$22, \$34
\$14.80, \$26, \$39
\$17.50, \$29, \$45**

CROWDS! CROWDS! CROWDS! It seems as if every economical family in the city has been waiting for this event to buy in the height of the Spring Season Merchandise at extraordinary savings. Hundreds of new bargain offerings featured to demonstrate our supreme values.

The Garment Sale of the Year COATS - SUITS - DRESSES

We have been very fortunate because conditions in the market favored us—and we are now in a position to give the Women of St. John's a demonstration of value-giving that will open their eyes! Styles and sizes for Women, Misses' and Stylish Stouts.

Values up to \$15.00		Values up to \$20.00		Values up to \$28.00		Values up to \$35.00	
Coats		Coats		Coats		Coats	
Suits	8.98	Suits	12.98	Suits	16.80	Suits	25.00
Dresses		Dresses		Dresses		Dresses	
Values up to \$40.00		Values up to \$50.00					
Coats		Coats					
Dresses		Dresses					
Suits		Suits					
		29.00		35.00			

BOYS!

Mothers! Buy your son's clothing from the Biggest variety in the largest Boys Department in St. John's.

Mothers! Why waste time looking around when you can buy your son's clothes in this Store and choose from the largest assortments—and big savings.

**BOYS' 2
PANTS SUITS
6.98 8.98 10.98**

**Boys' High-Grade Suits
12.98, 14.98, 16.98**

SMALL BOYS' SUITS.
BOYS' WASH SUITS \$1.65
BOYS' SAILOR SUITS \$2.20
Boys' NOVELTY SUITS, \$3.58 up to \$6.48

GIRLS' COATS - DRESSES - HATS

Choose from
THE LARGEST
Selection of Children's
Wear in St. John's
AT THE LOWEST
Possible Prices.

Remarkable Sale of Women's and Misses' New Millinery!!

HATS! HATS!

*Shown for the First Time--Just Received
from New York.*

*New Trimmed Hats for Dress Occasions
New Trimmed Hats for Sports Occasions
New Trimmed Hats for Business Wear
New Hats for Matrons, Women and Misses
New Transparent Hair Braid Hats
New Canton Crepe and Taffeta Hats
New Leghorn and Taffeta Combinations
REAL SAVINGS OF \$2 TO \$5!*

**2.98 4.98
5.98 6.98**

These are not Sale Hats—nor are they Hats usually found in Sales. They are exclusive, the smartest, brightest, cleverest styles of the season. Pokes, Mushrooms, large brimmed Hats, Garden Hats, Off-the-face Hats and new flowered and lace trimmed Hats—in all the newest season's shades. There are Hats for every type of Woman, Matron and Miss. All sold at extraordinary savings.

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION

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