




| London, New York \& Paris Association of Fashion |  | London, New York \& Paris Association of Fashion |
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2 The Master Stroke of Our Many Years in Business!:

A Powerful Sale of 1400 Stunning

## ${ }^{\text {alimost }}$ <br> all JUST <br> OpRNED: <br> COATS <br> | avalo |
| :---: |
| anvversary | <br> SALE pricest

a Sale of SALES! WOMEN!--One You will Remember for Years!
In this COAT SALE are values that cannot be equalled elsewhere. COATS that represent
every smart style of the season. We cannot too strongly urge you to make your Coat selection
from the woderefu tuaces featurece in this sasemblage
THIS EVENT IS WITHOUT DOUBT
ONE OF OUR GREATEST MER-
CHANDISING ACCOMPLISHMENTS
9.98

COATS of fine Poiret Twill COATS with Braid Embroidery. COATS of Teddy Bear Cloth COATS of Fashona for Dress 16.80 COATS of Fine Marvella.
COATS that cannot be duplicated in Style, Texture or Workmanship, at these ANNIVERSARY SALE PRICES.
 WOMEN, MISSES' and STOUT WOMEN.

COATS EXCLUSIVE!


 min sulye and material. Al

$\square$ COLORS: BLACK, NAVY POUDRE BLUE, BRICK, MOSS GREEN, COCOA, RUST, MOCHA FAWN, GREY, BADGER.

Never in Our Business Experience have we Offered a Greater Dress Sale I


OVER 2200 NEW DRESSES INVOLYED
For style, for value, for assort ment, This event surpasses every
 000

## ALL THE VERY NEWEST MATERIALS, STYLES AND COLORS!



OUR SALES PEOPIE ARE
Our Sales Force are ent
beforel
bed ased as never
ever
 exclamations of delight "Hot
lovely Dresses be sold so low"
-

1108
EVERY DRESS NEW FOR THIS SALE: EXTRA SALESPEOPLE! EXTRA SERVICE!


200 EXTRA SIZE STYLISH STOUT DRESSE



OVER 16 RACKS OF BRAND NEW DRESSES IN THIS SALE!
A collection that offers so wide
a diversity of styles that any and every individual preference
may be gratified! 8.98 14.98 OUR TREMENDOUS BUYING POWER, plus the co-operation of Manufacturers alone, makes this SALE possible!

80 Sample Dresses from Leading DesigmersBEAUTIFUL DRESSES FOR STREET, AFTE RNOON, THEATRE, OR EVENING WEAR-
MISSES', WOMEN'S AND STOUT SIZES.

IF YOU EVER ATTENDED A SAIE
IN YOUR LIFE, YOU WHIL, ATTEND THIS MIGHTY EVENT!!
he SUIT Department
completed a remarkable purse. We haven't seen values to -th them this Season !

SALE OF THREE HUNDRED SPRING
$\qquad$

### 8.984 .9822 .50 \$25 \$28 \$33

SUITS FOR MISSES. Store of Sti. John's SUITI FOR WOMEN. sUITS FOR STOUT SIZZD WOMEN.

London, New York E Paris

Association of Fashion

NEW BOYISH SUITS! NEW PENCIL STRIPE SUITS! NEW TWEED SUITS! NEW BOX SUITS! NEW ETON COLLAR SUITS! NEW STRAIGHT LINE SUITS! NEW EMBROIDERY SUITS!

Pondon, New York\& Paris Association of Fashion


Festerday's Proceedings In the House of Assembly
Varren Administration Defeated on Want of Confidence Vote


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## New Showroom Goods at Sale Prices



Spring Dress Goods
 Check Knop Voile
 and Creep Zenhyr,

 Figured Crepe


 Kid Gautitess


## Spring Millivery

 Smart Hat Sinacte
 Roose rails





New Spring Gloves
Women's FFrbicicGantletes Men's silk Gloves. cold


Hosiery in the Newest Sh

## des







MEN! Now is the time to choose your Spring and Summer Furnishing


The Royal Stores Lid


New Curtains
 Casement Coith.
 Litace ciritinins.
 Torys Curtains.


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## THE "FIFTHAVENUE"STORE Commences TO-DAY its first ENORMOUS EASTER CLEARANCE SALE

## Gingham Dresses

Dainty small Checks and Broken | Plaids. White 1.48 |
| :--- |
| Cufffs and Colars |

2 2 DOZEN ONLY

Fancy Ratines

| Strates |
| :---: |

2 dozen only
Navy Serge Dresses

wear: All sizes 2.88
18 ONLY
Fancy Voile Dresses
 Buak grome 2.98

## All-Wool

Check Ratines
 Grumat antian 4.48

We intend making our EASTER CLEARANCE SALE an annual event. If you don't miss this one-AND WE ADVISE YOU-NOT TO-we KNOW you'll take good care not to miss any of our other Sales.

## Ladies' Costurnes


 $11.98 \quad 16.25 \quad 18.50 \quad 24.50 \mathrm{up}$ to 42.00

## Ladies' Coats



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\rightarrow-1
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358 \quad 1
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$14.48 \quad 17.90$ up to
Ladies' Dresses

From $11^{1.90}$ up

## Ladies' Dresses




## Ladies' Dresses

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$$
\begin{array}{l|l|l|}
\hline 8.48 & 12.75 & 13.48
\end{array}
$$

-Rock-botiom Prices on every garment and in every Dept.

| Stylish Skirts |
| :---: |
| cose |
| Georgette |
| Camisoles |
|  |

## Georgette

 Waists nem

Tricolelte Waists \& Jumpers symend bey mimel in no en


Children's Slip-Ons


## Got Your Little Daughter's Now Dress at Our Clearance Sale <br> Handsome little Sunday Dresses for the small girl, in pretty soft shades of Coral and Saxe Bluc; finely hand embroidered in self shades, lined throughout; sizes up to 8 years .. ...............

## Easter Clearance in Our Gent's Dept.

 Navy Serge Suits25.50 First quality English All-Wool Serge. Every Suit good value 25.50 | Good stout Worsted Suits, dark |
| :--- |
| shades, for hard wear ...... $9.00 \quad \begin{array}{l}\text { Stylish Brown } \\ \text { and fineeds, fine cut }\end{array}$ | OTHER STYLES AND MATERLALS UP TO $\$ 39,00$.




## MARSMAL 'G LIZATION CASH SALE:

Entering into the third week of our Sale we now announce some new lines which we have marked at prices to ensure the same speedy clearance as the lines previously advertised. The greatest attraction this. week is from our Readymade Department. This department should be the means of saving many a dollar to the man who wishes to save on his new Spring Outfit. As before, space forbids us to enumerate all the lines on sale, which include the balance of our stock and several shipments of new goods from both the English and American markets.

## Readymades

## MENS TWEED SUITS.

Regular 11.00
Regular 14.00
Regular 15.00
Regular 17.00
Regular 17.50
Regular 19.00
Regular 20.00
Regular 24.00
Regular 25.00
Regular 28.50


## Our Windows Contain

Embroidery … ....nant ....... 2c. yd. Dress Voiles ................ 29c. yd. Gloves . . . . . ................. .22c. pr. Ric Rac Braid, 2 pieces for .. 25 c. Men's $1 / 2$ Hose . . . . ......16c. pr. Lingerie Braid, per piece ... . .11c. Women's Hose ...........19c. pr. Children's Boots . . ... . . . 1.50 pr. Quilt Cottons . . . . . . . . . . . 20c. yd. Children's Shoes . . . . . . . . 1.50 pr. Embroidered Voile-79c. yd.

## Ruvicrils

## Boots and Shoes

迹Invictus. Vici and Box Calf Dorothy Dodd Boots . Child's Boots
4. Dorothy Dodd Shoes Women's Cloth Top

Reg. 6.00 Sale Price 4.50
Reg. 2.70 Sale Price 2.40
Reg. 3.30 Sale Price 3.00 =
Reg. 2.20 Sale Price 2.00
Reg. 2.90 Sale Price 2.65
Reg. 3.00 Sale Price 2.70

## Men's Shirts

Work Shirts
Work Shirts
Reg. 1.00 Sale Price 87 c.


Fancy Shirts
Boys' Eton Collars. Linen
Reg. 2.00 Sale Price 1.79
Reg. 1.40 Sale Price 1.28
Soys' Eton Collars. Linen . .i

## Blouses

Georgette Waists
Crepe-de-Chene
Reg. 9.00 Sale Price 3.50 Crepe-de-Chene .... .... . . . . . . . . . . . . . . . .... . . . . . . . . . . . . . . . Reg. 11.00 Sale Price 4.00 Black Silk ........................................ . . . . . . . . . . . Reg. 12.00 Sale Price 6.00
Colored Cre
7.00 Sale Price 2.50
 Grey Flannelette

Men's Rain Coats
Reg. 11.50 Sale Price 8.00
Men's Raglans.
Men's Trench Coats ..
Reg. 30.00 Sale Price 17.50
Reg. 30.00 Sale Price 17.50


## Skirts <br> Regular 7.50 <br> Regular 8.50 <br> Regular 9.00 Regular 10.50 Regular 11.50 Regular 12.50 Regular 13.50 Regular 14.00 Regular 15.00 Regular 16.50 Regular 20.00 Sailor Suits Sailor Suits Sailor Suits .

Regular 7.00. Sale Price 2.75 .Regular 12.50. Sale Price 4.57 Regular 7.20. Sale Price 2.37 . Regular 7.00. Sale Price 2.87 .Regular 9.00. Sale Price 3.57 Regular 3.30. Sale Price 1.30

## Ladies' Costumes

## Regular 21,00 <br> Sale Price 8.50 <br> Regular 26.00 <br> Sale Price 10.57

## Dresses

## Silk Dresses

Silk Dresses

## Serge Dresses .

Gaberdine Dresses
Misses' Sailor
Red Flannel Middies

## Readymades

BOYS' TWEED SUITS.
. . Sale Price 4.98
.Sale Price 5.50
Sale Price 5.97
Sale Price 6.54
Sale Price 7.25
.Sale Price 8.00
Sale Price 8.78
Sale Price 9.67
Sale Price 10.00 Sale Price 10.97
Sale Price 13.98
Reg. 2.40 Sale Price 2.17 Reg. 5.50 Sale Price 4.87 Reg. 6.50 Sale Price 5.79

[^1]
## Municipal Council





While Turkish Towels


KNOWLING'S WEEK-END SPECIALS
The offerings in our Week-End Sales we are satisfied will give you better values and cheaper goods. So for economy do not pass these ATTRACTIVE OFFERINGS


| ShoTw10011 |  |
| :---: | :---: |
| GOSSARD CORSETS-We selling agents for this Corse | wOOL KNIT DRESSES Make. Special Prices. |
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|  | we will off |
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|  | CHiLDRENS NAVY SERGE KI |
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| land and the American Continent Special Week-End Prices. | GYM DRESS |
|  | firls in Eng |
| LADIES' RATINE DRESSES-Some pretty shades, trimmed pipand buttons. Special Values- | COLETT |
|  |  |
|  | Las - Black |
| L A D IE S CREPE-DE-CHENE |  |
|  |  |
| DRESSES Just opened. Shades of Copper, Peach, Champagne, Jade, |  |
|  |  |
| Cream, White and striped -1.55 to 28.75 |  |

Checked Ginghamis
Famous Tubwell Make Beautiful Patterns, 36 in. wide.



 teatese no liability Council

























## Wedding Bells.

## \section*{Fisher-sinyabd.} <br> 

## See Our DRESS GOODS and MUSLINS

Toilet Goods
ENGLISH LAVENDER WATER-
Regular 60e bottle Now Regular boc botile . Now
RGEISH SMELLING Now. ENGIISH SMELLING SALTS-
Special
Special
ARMOURS TALCUM POWDERSylvan. Assorted Perfume. Only,
COLGATE: TOOTH PASTE

 VANLISHNG CREAM-Grassmith's......ce hox
KERONXX DRESSING COMBS-Good and stron KERNIX DRESSING COMBS-Good and strong. 1 Ic.
Amber-Black ..
WHITE BONE DRESSING COMBS GROSSMITH PERFUMES-From 1 ISe. 1.1 .65 In the following: Parma, Violet, Cornation, Wall-
flower, White Rose, , Weet Pea, Jockey Club, Lily Iof Valley, Wood Violete, etc., Also the Arabian
series: Wand Ranee, Puulnana, Hasu No Hana,
 LADIES BARRETTYSS Special Bargain LADIES' SIDE COMBS MAW'S DENTAL FLOSS. Only
FOLDING POCKET COMBS Black and white pocket combs. Only

Household Goods

 WHTE HEMELty designs. TABLE COVERS Size $65 \times 6$. Size $70 \times 70$ Beautifully finished
SHIze $2 \times 77$ Beautifuly finished
BHIT TEA CLOTHS Damask $32 \times 32$ Special WHIITE TABLE NAPKINS-Plain Hem. 73 .
 HORROCKSES LONG CLOTH${ }_{32}^{32}$ inches wide 36 inches wide
HORRCKSEES CREAM FLANNEL-
ETTE -36 incee - ETTE 36 inches wide $\quad 3$.....45c.
34 inches wide 34 inches wide
HORROCKSES NAINSOOK-...

 | ED SHirting-Fast colors. |
| :--- |
| Only... F |

##  <br> VELVET TABLE COVERS. $66 \times 66$ $66 \times 84 \ldots \ldots$

 $60 \times 60$. Pretty designs$60 \times 62$. Pretty designs

Tapestry Table Cover

## Door Mat Special

 COCOANUT DOOR MATS-Coloured Border COCOANUT BRUSH MATSSize 1, 85c. Size e, 1.10. Size 3PLUSH Door MATS-Ail shades, Unfringed
Fringed

Household Goods HORROCKSES STRIPED PYJAMA CLOMT
 DRESS HOLLAND-36 inch, Brown ${ }_{38}$ inch, Brown


## Stair Carpets

 18 inch Tapestry Stair Carpet-Mottled 22 Inch Tapestry Stair Carpet
18 Inch Stair Druggett-Good

STRIPFD TURKISH TOWEL

$$
\begin{aligned}
& \text { BARGAIN } \\
& \text { Large Size-27c. each. }
\end{aligned}
$$



BOXED STATIONERY-Containing 20 sio of Paper and Envelopes ou Paper and
Containing 24 Sheets of Pater
 About 300 different views to select from
POPULAR FICTION REPRINTS. . 1 .

Our stock of Ribbons cannot be surpess Call and be convineed of our yast as ment of shades.

## D. FEDER'S--GREAT REALIZATION SALE--D. FEDER'S

A $\$ 30,000$ Sacrifice!
New Easter Hats
TRIMMED HATS:-
TALLORED HATS:
SPORT HATS!

## $\$ 2.98$

most unusual assortment of Smart Spring Hats that


Women's \& Misses' Sweaters


## Waists



## Skirts

## west Sprina Modode Beautitul

㫦 aly up 0 O 850 .

## Girls' New Coats



spectal from 9 TIL 11 am.
's'and Children's Strckings, Black, Heavy Ribbed-Worth 40c. Now 14c.
adies' Summer Vests. Regular 35c. Sale
Price 19c. each, or 3 for 50 c .
$\$ 30,000$ worth of Merchandise to be sacrificed regardless of cost. We must have Cash! New, Choice, Seasonable Merchandise to go at record-brealing prices. DONT FALL TO COME! An opportunity that comes but once in a lifetime. Not a Sale. A SACRIFICE!

## New Coats Top, Sports and Dressy COATS for Spring. Varied modes for every oceasion. Every wanted new Spring color is represented in the collection. A COAT EVENT that excels all past performances so far this year! They are of fine materials, superb tailor- ing and smart styles. Actual savings of $\$ 10.00$ to $\$ 15.00$, Some of them up to $\$ 35.00$ values. Sizes 36 to 44 . <br> New Dresses, 4.98 up <br> A Big Special Purchase of Women's and Miisses' smart Dresses. Women can see with $\left.\right|_{\text {Values up to }}$

 their own eyes that these values are genuine. They will appreciate the very fine quality of the fabrics, the careful finishing, and not least, the newness and smartness ofthe styles. Spring Styles for Street, Afternoon, Dinner, Evening. vineing demonstration of re-

## New Suits

Never would you expect to buy SUITS like these before Easter, for a price as low as
$\$ 12.98$. Suits, that for the style, quality, and value are positively the BEST you've seen.
anywhere at the price. Smartly tailored, box coat effects, mannish and sport styles. A Suit for every requirement. Values up to $\$ 35.00$. Sizes 36 to 44.

# D.FEDER\&CO. 

Corner Water and Adelaide Streets right where the cars stop

PricasSlasidedin Half!
Thousands of Dollars worth of MEN'S and BOYS' SUITS-COATS bought from the manufacturers at Great Savings - must be sacrificed in this Sale.

FOR SPRING AYD SUMMER WEAR.
Men's 2-Pants Suits
 worth up to smon.

## Boys ${ }^{3}$ New 2-Pants Suils



youths, ladies and mens Leatheretle Coats 5.98

| SPECLAL | Hos |
| :---: | :---: |
| en's | Coton Serge Pants |

## al




Set Westclox and then retire XXHEN you retireatnight in the dealer's shop by the set a Westclox alarm to name on the dial and by the call you in the morning. six-sided orange, buff and Tick by tick it will measure black tag tied to the ring. off the hours and call you Westclox is the mark of good pleasantly, punctually tight timekeeping. All Westclox at the time you wish to be run on time, sound their.
You can identify a Westelox a long time.


## SEED OATS!

We have just received a carload of specially good P. E. I. BLACK AND WHITE Most suitable for seed purposes. Full 4 Bushel Heavy Strong Bags.

HARVEY \& CO., Limited.

##  <br> SAMPIE HATS <br> for <br> Girls and Misses <br> 600 Manufacturers' Samples worth up to $\$ 5.00$ each <br> In Tuscans, Cantons, Lace Straws, etc. Endless Variety <br> OINTMPICIB <br> $\$ 2.49$ <br> See them in our Window To-day <br> Milley's



GREAT MUSICAL PROGRAMME AT THE NICKEL TO.DA ARCHIE HARROD JUBILEE CONCERT PARTY In Complete Change of Programme


The Biggest Hit In Many Years-Now Playin At The CRESCENT Dwyer Sisters the snappiest act on the continent.有 RIC and BUCK and WING DANCES. General Opinion, "THE BEST YET"-Don't Miss This Irresistible Vaudeville Team SEE THE EMPRESS of EMOTION
PAULINE FREDERICK In William J. Locke's Sensational Story
"The Glory of Clernentina"


UNRIVALLED FOR ITS DIVERSITY--ITS VALUE-GIVIN Sale of Brand New Spring and Early Summer COATS for Misses COATS for Women COATS for Stout Women


VELOUR COATS POLO COATS BOLIVIA COATS POIRET TWILL COA OVER 300 BRAND NEW COATS-EVERY NEW SHADE


BUY-BUY-BUY-YOUR COAT IN THIS SALE!

New Seasonable
WVaists

## VIl the new shades up to to $\$ 5.00$.erials of Canton 2.48

## S.L.LEIITZ

 .Just Opened--New Utility and Sport Sluip
Skirts are all the vogue, and are
fancy as the new Waists. All sizes 3.98 up to 6.98

Adjoining Roper \& Tho
256 Waterstr

## VAST UNBUROENING OF SPRING MERCHANDISE Involving beautiful，colourful，purposeful materials for the home．Giving the real Spring

 touch indoors and potent factors in transforming rooms from their sombre winter appear－ance into bright and cheerful surroundings，in keeping and perfect accord with the queen of all seasons－－Glorious Springtime．

## tar

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| $\frac{1}{6}$ |}

## HOSIERY

Specials from the newer brands of Quality Snring
Hosiery，Underpriced．



 One of our eaders．： 79 c ．and 10．specthal ．．．． 19 c







 WIRE FRAMES for Light Shades

 $65 c, 85 c, 1.00,1.10,1.40$


SHOWROOM
Excellent Opportunities are afforded from this Style Centre for Spring Note the following．Just a hint of many others：










Accessories for Men which impart the REAL Spring feeling．His Suit is usually quiet－needing the dash


## THIS WEEK'S

 big Shipment ofFruit, Vegetables, etc. Exw Thainare tmin
NEW AMERICAN CABBAGE-Crates. TEXAS ONIONS, $100-\mathrm{lb}$. Sacks-Very Cheap.
"WINESAP" APPLES-Boxes. "BEN DAVIS" APPLES-Barrels. CALIFORNIA "SUNKIST" ORANGES. CRANBERRIES-Boxes, 10 to 12 gals.

BONELESS FLANK BEEF.
FAT BACK PORK.

## F. McNamara

PHONE 393

301503503000030303000
K
Famous English Footwear


> Ladies and Gentitemen, seeurea pair of this wonderful "T" Brand Shoses. Solve Your Shoe Troubles In stock Ladies and Gentemen's Black and In stock Ladies and Gentlemens slack and
Tan Broguessolso cantiments Black and Tan
Boots on assorted Leathers.
F. SMALLWOOD, THE HOME OF GOOD SHOES,
218 \& 220 Water Street, St. John's. arri,t, 218 \& 220 Water street, St. John'.

## WhobWharibirad

This Bread is made from Pure Wheat with
not an ingredient not an ingredient taken out.
"WHOLE WHEAT BREAD" has been recommended by doctors for its nutritious quali-
ties, particularly for invalids.

We hear a lot of talk
We hear a lot of talk now-a-days about be obtained than "WHOLE WHEAT BREAD." You can get it at any store. Be sure when you are getting your next loaf, to ask for
"WHOLE WHEAT BREAD," or, as it is often "WHOLE WHEAT BREAD," or, as it is often
called "WALSH'S WHOLE WHEAT BREAD." Notice to Outport Customers:-Mail orders given special attention
Central Bakery


## Pictorial Review!

## SUMMER FASHIONS

SUMMER FASHION BOOK.
Every Pattern has a Pictograph-the latest nvention A Child can make a Dress.
THOUSANDS TO SELECT FROM

CHAS. HUTTON 222 Water Street.
 North Sydney Screened

Lowest market prices.


EASTER GIFTS

## CHINA and GLASS.


fancy china sugar dishes ${ }^{\text {ab }}$.

## S. RICHARD STEELE,




Nild. Government Railway, PLACENTIA BAY STEAMSHIP SERVIGR, PASSENGER NOTICE. Passengers leaving St. John's on 8.45 a
train, Monday, April 28th, will connect with train, Monday, April 28th, will connect with 8
ARGYLE, at Argentia, for usual ports of to Lamaline (Western Run). placentia bay steamship Servic Freight for West Route now accepted as usaut Merasheen Route (Bay Run)

Nild. Government Railway.

## RED CROSS LINE

NEW YORK. HALIFAX. PROBȦBLE SAILINGS FOR APRII From New York


Nee: privileges.
winter passage rates effective,
Botrive a company, 17 battery

Agentes.

## S. S. CEUTA

Will leave Montreal direct for St. John's ahe
MAY 10th
For freight rates, appls
walford shipping co, itid, Agents, Montreal.
A. H. MURRAY \& CO., Limile agents, st. Johns.
 RING UP 58
To-Day or Saturlda

## for

 TURKEY: CHICKEIW. J. MURPH

RAWLINS' CROSS.


[^0]:    Bogs Foothall Boots.
    

[^1]:    ximex

