

THE AVENUE

THE AVENUE... THE AVENUE... THE AVENUE...

THEATRE ROYAL

THEATRE ROYAL... THEATRE ROYAL... THEATRE ROYAL...

SUNDERLAND EMPIRE

SUNDERLAND EMPIRE... SUNDERLAND EMPIRE... SUNDERLAND EMPIRE...

PALACE, SUNDERLAND

PALACE, SUNDERLAND... PALACE, SUNDERLAND... PALACE, SUNDERLAND...

MILLFIELD KINEMA

MILLFIELD KINEMA... MILLFIELD KINEMA... MILLFIELD KINEMA...

THE PICTURE HOUSE

THE PICTURE HOUSE... THE PICTURE HOUSE... THE PICTURE HOUSE...

THE BROMBUSH

THE BROMBUSH... THE BROMBUSH... THE BROMBUSH...

THE HAVELLOCK

THE HAVELLOCK... THE HAVELLOCK... THE HAVELLOCK...

WHITEHALL RINK

WHITEHALL RINK... WHITEHALL RINK... WHITEHALL RINK...

STADIUM

STADIUM... STADIUM... STADIUM...

YOUR WHITSUNTIDE REQUIREMENTS.

YOUR WHITSUNTIDE REQUIREMENTS... can be met quickly, satisfactorily, and economically at C.G.N.'s.

To realize the value we offer and the extensiveness of our stock a personal visit is essential.

Cook, Carraway, & Nicholson, Ltd., 59 Fawcett Street, Sunderland.

PRICES DOWN FOR WHITSUN.

Bargains at Chesshire & Cordors.

NEW FUR VALUES... RED FOX Animal Skins... GREY WOLF Animal Ties...

BARGAINS IN WATERPROOFS... WATERPROOF COATS in New Designs...

SPECIAL COAT OFFERS... GARMENT COATS, Beaded and Embroidered...

NOVELTY PLEATED SKIRTS... The Best and Cheapest Display in Sunderland...

MILLINERY... Two Show Rooms Full of Delightful Whitsun Models...

GRAND FLOOR: FURS, COSTUMES, COATS... FIRST FLOOR: BLOUSES, COWNS, COAT-FROCKS...

Chesshire & Cordors, Ltd., Fawcett Street, Opposite the Town Hall.

TURNER'S "Ltd."

OUR SLOGAN: "WE ARE PRACTICAL TAILORS."

SUITS—£4/10/-, £5/10/-, £6/10/-... GOLD MEDALLIST FOR CUTTING AND FITTING.

FLANNEL TROUSERS from 12/6. SPORTS COATS 20/-. SOCKS, All-Wool, 1/9. CAPS, 2/6. SHORTS, 3/11.

Complete Outfitters... We guarantee to satisfy you or refund your money in full.

SUNDERLAND WORKING MEN'S PERMANENT BUILDING SOCIETY... SUMS OF £5 and UPWARDS RECEIVED ON INVESTMENT.

SAVOY, SOUTHWICK... "SUNDERLAND DAILY ECHO" TELEPHONES.

HOLIDAY NEEDS at BLACKETT'S

Millinery... Fine Faced Semi-Trimmed HATS, in all the fashionable seasons' Shades.

"Lightfoot" Bargain... 500 Pairs of Samples of this FAMOUS BRAND.

"Wearside" Racket... Every Racket made for us is made by experienced workmen.

Feather Wear... Large Size MARABOUT CAPES, Beautiful Soft Feather Lined Silk.

Holiday Gloves... Ladies' NAPA GLOVES, Two Tone Fasteners, Fine Sewn.

Hosiery Bargains... Ladies' Artistic SILK HOSE, Two Tone Fasteners, Fine Sewn.

Two Good Lines in Ladies' Handbags... Special Value in LADIES' HANDBAGS.

Blackett's, Ltd., HIGH STREET (Opposite Station).

COBDEN EXCHANGE

FOR VALUE in Holiday Wear.

We have a huge selection of Ready-to-Wear Goods for HOLIDAY WEAR at POPULAR PRICES.



Three Costumes of Outstanding Value. Ladies' Gabardine COSTUMES, Smartly Trimmed, Splendid Selection.

Made COSTUMES, in Serges and Gilesters, Bitted Style 20/6. Trimmed and Beaded. SPECIAL PRICE 21/-.

You Always Get a Square Deal at the COBDEN.

The Cobden Exchange WILL BE CLOSED ALL DAY WEDNESDAY, May 23rd, for Staff Picnic.

J. A. KENNEDY, Ltd., COBDEN EXCHANGE,

42, 43, 44, 45, 46 & 47 High Street West.

MONEY TO LEND... SUNDERLAND PERMANENT MUTUAL ADVANCES SOCIETY, LIMITED.

DO NOT BE MISLED BY FLAUNTING... DON'T BE MISLED BY FLAUNTING...

PRIVATE LADY ADVANCES CASH... PRIVATE LADY ADVANCES CASH...

DEAL with an Englishman and be satisfied... DEAL with an Englishman and be satisfied...

WHY WAIT? WHY WORRY?... WHY WAIT? WHY WORRY?...

WHY HAVE FINANCIAL WILHELM... WHY HAVE FINANCIAL WILHELM...

GEORGE LEWIS (SUNDERLAND)... GEORGE LEWIS (SUNDERLAND)...

LOANS IMMEDIATELY from 10/- to £100... LOANS IMMEDIATELY from 10/- to £100...

D. JACOBS... D. JACOBS...

A S C H O R L I N E... A S C H O R L I N E...

TYPE-LESS STEAM SHIPPING... TYPE-LESS STEAM SHIPPING...

THE HOME LINE, LIMITED... THE HOME LINE, LIMITED...

EDUCATIONAL... CIVIL SERVICE EXAMS...

SENT HOME FOR £1.

DISCOUNT FOR CASH. DIRECT FROM THE FACTORY TO YOU.

From £2/19/6 CASH. GUARANTEED ALL-STEEL FOLDING CARRIAGES.



Travel at our expense by Train, Tram, or Motor Coach. FARES PAID.

PALMERS,

Corner of JOHN ST. (Opposite Church).

THE SUNDERLAND SHEET METAL WORKS... THE SUNDERLAND SHEET METAL WORKS...

Foster Clark's Cream Custard... FOSTER CLARK'S CREAM CUSTARD...

