

OVERWHELMING WILL BE THE RESPONSE OF THE ST. JOHN'S

London, New York and Paris
Association of Fashion

IN

GREATEST

**\$145,000 WORTH OF NEW WINTER MERCHANDISE
TO BE SOLD AT COST AND SLIGHTLY ABOVE COST**

WIDE AND WIDE-EYED ASTONISHMENT FOLLOWED OUR FALL AND WINTER SALE ANNOUNCEMENTS FOR SATURDAY. THE NEWS WAS ALMOST TOO BIG TO GRASP. "YOU DON'T MEAN IT!" PEOPLE EXCLAIMED—"IT CAN'T BE TRUE!" BUT IT IS TRUE AND WE ARE GOING STRAIGHT ON—BEGINNING TO-MORROW MORNING AT 10 O'CLOCK SHARP—OFFERING NEW WINTER MERCHANDISE FOR MEN—WOMEN—AND CHILDREN AT COST. AND—SLIGHTLY-ABOVE-COST!

Extra Sales force to cater to the enthusiastic crowds who will respond to this unparalleled FALL and WINTER SALE of HIGH GRADE APPAREL. COME EARLY.

This Sale of Sales Starts TO-MORROW

SOME OF THE FALL AND WINTER SALE OFFERINGS

IN OUR MEN'S and BOYS' DEPARTMENT, SECOND FLOOR

"WALK UP STAIRS AND SAVE"

156 Men's and Young Men's Suits

150 Men's and Young Men's Overcoats

186 pairs Men's American Separate Trousers

188 Boys' Winter Overcoats, ages 3 up to 18 years

88 Boys' Two Pair Pants Suits, 3 up to 18 years

Some Limited Lots Men's and Boys' Overcoats and Suits way below cost--AT ANY PRICE TO CLEAR!

Read Opposite Page

Hundreds of other specials to be seen on display all offering values--such values as to make the event what we boast it to be--THE GREATEST WE HAVE EVER ATTEMPTED. **COME**

 **LONDON, NEW YORK AND**