

London, New York & Paris  
Association of Fashion

THIS SALE WILL AROUSE  
ST. JOHN'S

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# SMART CLOTHES for BIG and LITTLE GIRLS

GREATEST CASH PURCHASES OF CHILDREN'S APPAREL ON RECORD! HUNDREDS AND HUNDREDS OF PRETTY NEW COATS AND FROCKS—AT PRICES THAT WILL HAVE INSTANT APPEAL TO ALL MOTHERS WHO KNOW WHAT STURDY, PRETTY CLOTHES LIKE THESE ARE REALLY WORTH!

## Girls' Handsome Winter Coats

JUST ARRIVED—HEAVY WINTER COATS of high-grade Fabrics with large pockets; some Fur trimmed—Others smart self collars. Wonderful Coats, Mothers! You can't match them elsewhere at this price.

Ages—8 up to 18 years.

## Big Girls' \$18 Fur Trimmed Coats

Ages 12 up to 18 years.  
Warm, good looking Heavy Coats with smart new collar effects of self material and Fur. POLAIRES, VELOURS TWEEDS.

10.98

## GIRLS' ALL - WOOL DRESSES

Values up to \$7.50

\$3.98

6 years up to 16.

Straight line or Belted Models—with dainty embroidered collars and cuffs and Novelty Pockets.

## CHILD'S NAVY AND COLORED SERGE DRESSES

Beautifully trimmed—and are splendid for Afternoon or Street wear. Ages 3 up to 12 years, \$2.48, \$3.98.

## Super Wonder Sale Handsome FUR-TRIMMED COSTUMES

FOR WOMEN AND MISSES

\$20.00 Values \$25.00 Values \$35.00 Values \$40.00 Values \$50.00 Values

\$9.98 \$17.50 \$20.50 \$25.80 \$35.50

Another marvellous "Scoop," which only our enormous buying power, our close touch with the foremost makers, and our keen GRAND FINALE MERCHANDISING has enabled us to accomplish.

Large Choice of Fabrics and color range; by all events the most amazing Suit Values brought forward all season—Come in to-morrow and choose from Dozens of favorite models—at these very Low Prices. Sizes for Women, Misses' and Stout sizes.

## 250 PIECES FUR NECKWEAR IN SALE

Comprising every known "Fur"—color range and style—at prices emphasizing our GRAND FINALE SALE PRICES—Would make an ideal and practical Christmas Gift.

ENTIRE RANGES OF LADIES' SWEATER WEAR IN GREAT SALE.

LADIES' SWEATER COATS

\$7.00 Values

\$4.44

All Colors—All Sizes.

JERSEY SLIP-OVERS & NOVELTY SWEATER WEAR

\$2.98

All Colors—All Sizes.

WOOLLEN NOVELTY SWEATER WEAR.

\$6.00 Values.

\$3.98

Every color and combination of colors—styles.

300 NEW WOOLLEN SCARFS Greatest Variety of colors—styles, from

98c--\$3.98

84 SKIRTS

In Serge, Tweeds, Plaids.

\$6.00 Values for

\$2.94

SPECIAL!

Complete Shipment of LADIES' SKIRTS in Prunellas, Velours, Plaids, Tweeds—All styles—All sizes.

Values up to \$9.50.

SALE

\$6.94

## Record Savings on

## Men's and Boys' Winter Clothes

READY WITH NEW SHIPMENTS TO-MORROW! — HUNDREDS OF OVERCOATS—HUNDREDS OF SUITS READY AT THESE LOW PRICES: SAVE \$10.00 to \$15.00

NEVER BEFORE IN HISTORY—SUCH AMAZING EXTRAORDINARY VALUES.

The New Arrivals have brought our Stock up to the highest point for both value-giving and variety. We are ready again to break all records—and we will when the hundreds of men who come here to-morrow see these most sensational Suits and Overcoats at so low a price.

## SUITS

SILK LINED, PLAID BACK OVERCOATS!

Single & Double Breasted English Form-fitting Models; Sports' Models, two and three button Models; Boys' first long pair of Pants-Suits.

There isn't a Style—a Material—a Pattern or a Coloring that any man could want but that is represented in this

BONA FIDE AND MOST WONDERFUL SALE!

Convertible Collar Overcoats; Storm Coats; Single and Double Breasted Coats; Form-fitting and Dress Coats.

14.98

19.75

22.50

29.75

34.50

## Boys' Overcoats, Reefers and 1 and 2 pair Pants Suits

MEN'S PANTS IN THE GREATEST SALE OF THE SEASON!

See the Big Values at these low prices. All materials. All Colors. All Sizes.

2.48 4.95 6.98 9.95 10.95 12.95

3.48

4.48

6.48

All you have to do is to come in and see for yourself—That this Store has the Best Values in the City. Greater and Better Varieties than any other Store.

## Ready-to-Wear, Sports and Untrimmed Millinery

SENSATIONAL NEW PURCHASES HAVE BEEN MADE FOR THIS SALE! ACHIEVEMENTS EXTRAORDINARY!!

PRICES DOWN TO WHOLESALE AND LESS.

At a glance you'll realize why this Store is recognized as Millinery Headquarters by hundreds of well dressed women—Values like these now on Sale cannot even be approached elsewhere!

MILLINERY DEPARTMENT SECOND FLOOR.

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