

WAIST SALE!

\$1.98 up to \$5.98

A very extensive collection, including exclusive few-of-a-kind models beautifully fashioned of fine Crepe de Chine. These Blouses in Jacquette or Overblouse style are exceptionally well made and well fitting. Colors: Tan, White, Beige, Grey, Rust Brown, Black. Sizes 36 to 44.

Entering Third and Greatest
Week of Unprecedented
Selling

SALE!

FURS

Fur Chokers

A magnificent collection of Furs and Chokers to be seen on display, including every wanted skin. Prices

\$7.50 up to \$18.00

A DRIVE FOR 1000 NEW CUSTOMERS

THIS GREAT SALE grows in importance and gains momentum with each week's new offerings. Many new and extraordinary purchases have been added within the past few days. Values that until now we have found it impossible to duplicate. Record crowds will respond to these new super-value ranges during the next seven days.

1800 Winter Coats

The Greatest Values that were ever offered in the City of St. John's on such Magnificent Garments!

More Coats than you will see under one roof in the whole City—it will be a delight to choose your Winter Coat here. We closed a remarkable deal—a buying scoop that enables us to launch a SALE OF COATS at savings that will create a sensation in this city.

Never Such a Sale as This

DON'T WAIT! Don't waste time shopping around—COME HERE for the Supreme Values of the Season in High-Class, Distinctive Coats—and BUY THEM HERE at one-fourth and one-half less.

HANDSOME STYLES.	EVERY FASHIONABLE MATERIAL.	GORGEOUS FUR COLLARS.	Stout Women's Sizes.
Dressy Models in straight line and belted effects. Tailored stitching and little touches that give a subtle note of individuality to each model.	Sumptuous Velours. Deep Pile Ververettes. Broadtail Cloth. Luxurious Excellos. In favorite Fall Shades.	Some with Fur Cuffs, too. Styles reflect every phase of the Winter Mode.	Women's Sizes. Misses' Sizes. Juniors' Sizes.

FOUR AMAZING GROUPS IN THIS SALE!

\$14.98	Values up to \$20.00	\$18.00	Values up to \$25.00	\$24.00	Values up to \$33.00	\$27.00	Values up to \$40.00
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Other COATS on Display at \$6.98 up to \$85

Here it is—A Sensation, if Ever There was One!

Our DRESS DEPARTMENT—Famous for Wonderful Values, has simply outdone itself.

Over 400 Styles -- Over 1400 New

Stout Women's Sizes DRESSES Women's, Misses' Sizes

It is Our SUPREME DRESS OFFERING!

THIS GREAT DRESS SALE—one of the Greatest we have ever held, presents to St. John's women, 1400 attractive AUTUMN DRESSES of a Quality, Style and Workmanship at fully 1/4 to 1/2 less Regular Prices.

Prices range as low as 3.98 and then to 7.98, 11.98, 12.50, 16.80, 18.20 up to 25.00 Then we enter the exclusive racks of DRESSES priced in this Sale at 27.00 up to 45.00

These Dresses are markedly superior to any we have yet assembled to sell at so low a price. They are identical with garments that have been selling elsewhere in St. John's at double and even more.

Dresses for Every Occasion—Street Dresses, Sport Dresses, Party Frocks, Afternoon Dresses, Dance Frocks, Travelling Dresses. In fact a Dress for Every Wardrobe need.

Juniors and Girls' COATS

Ages 3 to 16 yrs.

Bring Choice New Fall Styles in Juniors' and Girls' Coats right at the start of the season, at END OF SEASON PRICES, ranging at

4.98, 6.98, 9.98 to 12.98

OF THESE WANTED MATERIALS: Bolivias, Suedenes, Overplaid, Polaires. Fur trimmings. All Nice Colours. STYLES—New Side Effects, straight lines, Belted, Sport and Tailored Models.

DRESSES

FOR FALL AND WINTER WEAR. Ages 3 to 14 years. Values from \$5.00 to \$10.00. \$3.98 up to \$6.98.

Another Amazing Purchase and

Sale of Hats

Over 500 go in this SALE at prices that enable you to buy TWO for the ordinary price of ONE.

SAMPLE HATS \$7 to \$12 VALUES

Girls' Fall Hats 1.78 up to 4.00

Over 150 Girls' Stylish Fall Hats—very best models. The kind you like to see your girl wear.

Lustrous Panné Velvet, Silk Lyons Velvet, Duvetyns, Combinations, Black, Nut Shades and other fashionable colors. These values are so unusual that we doubt if we shall be able to repeat this Sale again this season. 2.98 up to 6.98

Continuing Our Great Sale

FALL SUITS

Misses' and Women's Sizes 9.98 Values up to 25.00

Undoubtedly the most remarkable event ever staged by us. Every Suit worth double.

OTHER SUITS ON SALE AT \$14.00 to \$36.00.

Skirts

Just the Skirt you want to match up your Sweater or wear with your new Coat. All sizes. 5.98 up to 7.98

Ladies' Rubberette Coats

Full lined. Values at \$14.00. All sizes up to 44. Sale 8.98

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION