

Announcing the Arrival of Complete New Shipments of **LADIES', GENT'S AND CHILDREN'S APPAREL** Just in Time for Christmas Shoppers

THIS IS TO BE A YEAR OF PRACTICAL GIFTS—USEFUL GIFTS—Our entire ranges of LADIES', MEN'S, BOYS and GIRLS' Wear—now fully complete with new shipments, at prices emphasizing this Sale, prices offering a most unusual opportunity to supply all your needs—AND AT REAL SAVINGS.

London, New York and Paris
Association of Fashion

OUR GRAND FINALE SALE will stand out for many seasons to come—as the Biggest, the Boldest, the most courageous effort ever made by a retail store in St. John's—to promote economies for the buying public right in the heart of the Christmas Season.

Hundreds of New Coats and Dresses — FOR WOMEN — — FOR MISSES —

Brand New Shipment of **Women's and Misses' Coats and Dresses**

JUST BEEN PUT ON DISPLAY—in a Sale without precedent—and offers the opportunity of choosing from an almost unlimited selection of new styles depicting every new whim of fashion—smartest of practical styles—lovely dressy holiday fashions galore—Buy two at prices that you would ordinarily expect to pay for only one garment.

THE COATS—

In Sports—Blouse—and Wrappy models—plain or Fur trimmed. Some showing a touch of embroidery or barid. All the newest shades—every garment superbly tailored and carefully finished. Prices as low as \$5.98 and up.

THE DRESSES--

Dresses that will please the most exacting taste—new materials in the new shades and bearing all the careful details of workmanship, only found in the highest priced models. Materials of SILK VELVET, POIRET TWILL, MATELASSE CANTON CREPE, CREPE BACK SATIN, LACES in lovely shades. Prices assuring the greatest values that we have ever been in a position to offer.

Complete New Shipment of **Ladies' Hats**

Just been opened and NOW READY for your inspection. A most magnificent range of fine Quality Hats at a very low price. Dressy styles trimmed beautifully—Sports Hats—small shapes—Hats for every and any occasion in one Grand Display.

500 Woolen Scarfs

Complete New Shipment just arrived—even surpassing previous ones in value—at only

78c
and up

Camisoles

Jersey Silk and Crepe-de-Chene Underwear just opened.

200 Child's Bath Robes

Done up in Christmas Gift Boxes at

98c
and up

500 pairs Child's All-Wool Leggings and Sweaters at only **85c each**

Hundreds of
**Ladies'
Tricolette Waists**
slightly damaged,
at only
98c

**500 Tea Aprons at only
78c each**

**800 New Cotton Waists
at only 35c each**

SKIRTS

Complete new arrivals in Ladies' Skirts, including Tricotine and Serge, Black and Navy; plain models, together with ranges of boxed pleated. Sizes for Misses, for Women and stout sizes.

SEE THE MAGNIFICENT NEW SHIPMENT OF

Ladies' Waists

in CANTON CREPE, GEORGETTE, PONGE SILK, SILK, TRICOLETTE, CREPE de CHENE, etc., almost impossible to find a more practical Christmas Gift.

COMPLETE NEW RANGES OF LADIES' SWEATER WEAR in COAT SWEATERS—PULL-OVERS, NOVELTY SWEATER WEAR, etc. Possibly the largest display ever shown here, at prices that make buying a pleasure.

Large Ranges of **Big & Little Girls Wearables**

In WOOLLEN KNIT DRESSES, SERGE DRESSES, WINTER COATS, SWEATER WEAR, etc., etc. Ranges to fit from 2 up to 18 years—Largest varieties—and Greatest Values that we have ever been in a position to offer. **MOTHERS! SAVE MONEY BY SHOPPING HERE!**

Men's & Boys'

SPLENDID NEW ARRIVALS in MEN'S COATS and SUITS in the very newest models—the kind of Clothes that will be appreciated by men who know good tailoring, good style and good value. We were never in a better position to supply your needs.

BOYS' OVERCOATS 1 and 2 pair PANTS SUITS

Just unpacked. Now ready for your inspection. Splendid ranges of Boys' smart Belted Overcoats—convertible collars—in CHEVIOTS & CASSIMERES—in warm BROWNS and GREYS. Boys' all Wool 1 and 2 Pair Pants Suits—all nice smart styles—in various mixtures of Brown and Grey. Ages 3 up to 18 years.

For BETTER CLOTHES and LOWER PRICES Visit Our Men's and Boys' Dept.