

Guarantee Bond

We guarantee the price of every garment to be the lowest in St. John's. If within 5 days it can be duplicated for less, we will refund the difference or return your money.

LONDON, NEW YORK AND PARIS ASSOCIATION OF FASHION

London, New York and Paris Association of Fashion, Ltd.

Guarantee Bond

If this purchase does not please you in any way—bring it back and your money will be cheerfully refunded.—There are no "ifs", "ands" or "buts" about it—we stand solidly behind these guarantees.

LONDON, NEW YORK AND PARIS ASSOCIATION OF FASHION

MEN!

For The **GREATEST CLOTHING VALUES**—You Must Come Here

THE GREATEST ASSORTMENT OF CLOTHING IN ST. JOHN'S.

SILK LINED -- PLAID BACK

OVERCOATS**AND****1&2 PANTS SUITS****Men's Blue SUITS**

"A man is always well dressed with a Blue Serge Suit."

17 different grades of Blue Serge Suits.

RANGE I.

\$25, 29, 33, 39

Every Suit guaranteed to hold its colour and give every satisfaction or your money back.

BLUE RANGE II.

\$44, 48, 50

Over 3,900 Garments at Savings of 5.00 to 15.00

Here is almost endless choice of all the substantial fabrics—all the popular styles, every favored color and pattern, and every size for every proportion, and at guaranteed savings of \$5.00 to \$15.00.

Hundreds of Smartest Overcoats

Big burly Ulsters, trim neat Dress Coats, box models, and innumerable others. Every Coat absolutely all Wool, and in the most desired colors. Every size.

Hundreds of Suits

Tweeds, Worsteds, Serges, in every favored pattern, in dozens of young men's, men's and conservative men's styles. Sizes for every build.

19.98**24.98****29.00****34.50**

ALL OUR CLOTHES COVERED BY A GUARANTEE THAT IS A GUARANTEE.

MEN'S TROUSERS

Values double. Over a thousand pairs for choice. Every fabric, every pattern—all sizes to 50 waist.

2.40 & 4.98

A Forceful Demonstration of Value-Giving

SALE of DRESSES

Dresses for Street, Evening, Afternoon, Business and Party wear, in "Crepé" Cantons, Flat Crepes, Twills and Charmeuse.

7.98 10.98 12.98 15.98 19.80 24

Again and again we have demonstrated our supremacy in the popular price dress field—this time we have gone to even greater heights in obtaining values absolutely beyond comparison.

Stout Women's Dresses Sizes 42 to 52 inches in Crepes, Silks, Twills, all wanted styles and colors. **8.98, 14.98, 22.00**

TOTS' 4-PIECE KNITTED SUITS

Consisting of Sweater, Cap, Leggings and Mittens. All colors. **5.48**

Children's Sweaters

For Boys, ages 4 to 14 years; all shades, fine wool. **1.40**

For Girls, ages 4 to 12 years; all wool, button-up style. **2.98**

Girls' Dresses

Ages 6 to 14 years, in Tweeds, Serge; nice appealing styles; all shades. **4.95**

Fur Chokers

Genuine Squirrel, extra length, finest quality fur—a wonder value. **14.98**

SALE**900 HATS**

AN OPPORTUNITY FOR ST. JOHN'S WOMEN TO SAVE.

Large selection of Velvets, Satin Combinations, Felts in large and small Hats—Velours in all shapes.

1.98 2.98 3.98 4.98

Hats for every Miss, Woman and Matron—in every required shade, style and size—Plenty of Bobbed head and large size Hats—and all representing our best Hat values of the year. Come early for best choice. **5.98 6.98**

CHILDREN'S HATS

Ages 4 to 15 years.

1.20, 1.78, 2.98, up to 3.98**Hundreds of Beautiful New**

For Misses
For Women
For Stouts

COATS

We have competition on its toes trying to compete with our Coat Values

5 Sensational Price Groups Demonstrating Our Superiority with St. John's Best Coat Values!!!

8.98 15.75 22.50 29.00 32.80

Dollar for Dollar our popular price section offers more style and quality than anywhere else in the city.

INDIVIDUAL MODELS and SAMPLE COATS \$36.00, \$45.00, \$50.00, \$65.00 EXCLUSIVE AND BEAUTIFUL IN STYLES and MATERIALS

All the new fabrics—new fur trims—new colors, and every new style touch—all are here in these low price groups.

KIDDIES COATS

4.75 Smart fur trimmed styles, in sizes 2 to 6, warmly lined.

200 Girls' Fur-Trimmed Coats

MOTHERS! Here are the best GIRLS' **10.98** 200 GOOD WARM COATS. Smart styles and new shades.

Misses' Coats

Fur trimmed. Smartness and colorings of big sister's. **15.98**

An Extraordinary Sale of Guaranteed**FUR COATS**

AT 30 P.C. SAVINGS.

Fur Coats which can be bought with fullest confidence, and guaranteed not only for lowest price, but for quality and service as well.

HUDSON SEAL COATS. 105.00
NORTHERN SEAL COATS.
MUSKRAT COATS.
FRENCH SEAL COATS.

Self trimming and others with Natural Mink, Squirrel, Otter and Beaver. The most acceptable, practical and desired Christmas Gift—A Fur Coat.

Other Fur Coats
—NOW—
210.00 up to 290.00 155.00 190.00