

A DRIVE FOR 1000 NEW CUSTOMERS

PHENOMENAL!!! The Word That Describes the Public Response to This Great Sale!
Such Crowds--Such Bargains--Such Enthusiasm--We never saw anything like it before

The whole city is wondering at the Tremendous Values and Savings offered. We are out to cater to 1000 New Customers in addition to all our regular patrons, during this month. And so we offer values that are proving an irresistible incentive to economy-wise folks to make this Store their headquarters. COME and share in the GREATEST FEAST OF VALUES EVER OFFERED BY THIS OR ANY OTHER STORE.

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

\$14.98 Values up to \$20.00
\$18.00 Values up to \$25.00
\$24 Values up to \$33.00
\$27 Values up to \$40.00

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, Overplaids, 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, Duveltyns, 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.

SUPER VALUE GIVING

Sale of Sweaters

In Three Great Lots Defying Competition.
 Silk Fiber Sweaters—Wool Golf Sweaters—Wool Slip-On Sweaters. Values from \$8.00 to \$7.50 1.98, 3.98, 5.50 Values from \$3.00 to \$7.50
 This is a Sale of Sales. Sweaters worth two, three and four times the sale price—sacrificed regardless of their value. The season's best shades and styles, including brushed wool golf sweaters, two-tones, contrasting silk slip-ons; every size, in a bewildering style assortment. Come Early!

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION